

CHEMIST & DRUGGIST

The newsweekly for pharmacy

February 11, 1984

a Benn publication

Post-1980
contractors
settle out
of court

Alliance of
Retail Chemists
on the stocks

New PSNI
Fellows

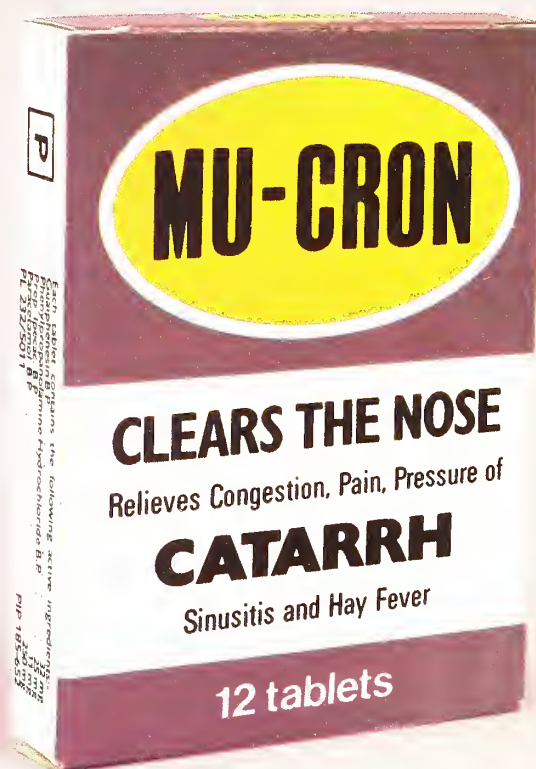
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

By the time this column is read by *C&D* subscribers, the courts may have turned the whole system of chemist

contractors remuneration on its head (in England and Wales). Or they may not.

If any contractors also feel they too are standing on their heads they can take heart — they will certainly not be the only ones. The past few months have seen the imposition of an unfair discount clawback, then its repayment with the warning that not only will the Government ensure that the chickens come home to roost in the end (through the passing of new legislation) but that during the delay, yet more eggs are being laid — as a discount build-up.

Well at least the post-1980 contractors have been satisfied, sufficiently anyway to withdraw from their court action against the DHSS (p248). They undoubtedly had a point, and had no alternative but to pursue it

— though in the process they may have "scrambled" some of the eggs everyone had thought safely in the basket.

For a start they have shown that the accepted method of changing Drug Tariff prices is not in accordance with the regulations. In future, it appears, the Department will have to go through a process of internally-circulated notices which, when agreed, will have to be published by Her Majesty's Stationery Office, despatched to FPCs and then circulated to contractors before they can be implemented. And that takes a long time. The result could be an end to the expedient — so valuable to pharmacists — of having almost "instantaneous" temporary arrangements with the Prescription Pricing Authority to pay, for example, on a non-standard pack or strength when there is a shortage.

It is also the PSNC's intention, if it is able,

to ask the courts to look at the whole question of retrospection and the principle of deducting discounts. The former is, of course, a two-edged sword because in inflationary times contractors have benefitted from retrospection.

Then there is the unfairness of lifting the discount burden from post-1980 contractors who didn't receive the discount in the first place — and not also from those who refused them on principle.

The hope must be that the Department will decide that enough is enough and agree to what PSNC has long wanted — a true review body and annual reviews. Under this system errors in forecasts are adjusted in the next agreement: the much-hated retrospection, which leads to business uncertainty and unfairness, would then be a thing of the past. And good riddance.

'Post-1980s' settle out of court

The Post-1980 Contractors Committee has withdrawn from the judicial review of discounting that was to have been heard in the High Court this week. As C&D went to Press on Wednesday the judicial review of the legality of the DHSS practice of discounting payments for ingredients, successfully applied for last week by the Pharmaceutical Services Negotiating Committee, was set to go ahead.

The Secretary for Social Services announced two weeks ago that he would make an exceptional special adjustment of the discount clawback in respect of chemists entering contract after October 1980 (*C&D* January 28, p159 and February 4, p200). He also said he would add a clause to the Health and Social Security Bill to ensure the Government could make good over-and-under-payments retrospectively.

The offer to the Post-1980 Contractors Committee was conditional upon their withdrawing from the judicial review this week. They have now agreed to do this. The

PSNC action was to have been heard simultaneously.

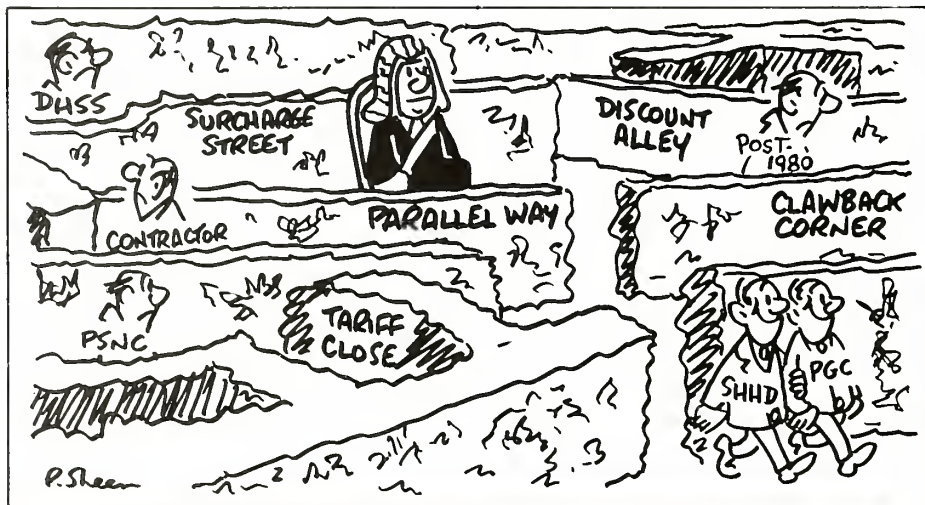
Chairman Peter Hulme said the DHSS offer was that pharmacists entering into a contract after October 1980 would be surcharged only in proportion to the length of time they had been in contract. "However, one or two things still have to be ironed out," he said.

The decision had been taken with regret, Mr Hulme said, because the only one of the four points left for consideration at the judicial hearing — after a DHSS application last week to have the hearing "stood out" — was the narrow one of discounts.

The four points on which the Post-1980 Contractors Committee originally made application for a judicial review, questioned whether the Secretary of State has the power to: (1) recover discounts; (2) increase the interim discount scale from 5.44 per cent; (3) apply a surcharge to the interim discount scale, and (4) apply such a surcharge to contractors who have never received them.

At a hearing in November, counsel for the Secretary for Social Services conceded that notice FPN346, by which he sought to introduce (2) and (3) in August (*C&D*, November 26, p964), was unlawful. No proper amendment to the Drug Tariff covering these points has been issued since then.

□ Mr Michael Everitt of 39 Linton Road, Castle Gresley, West Midlands, is the new secretary to the Post-1980 Contractors Committee. Mr John Barnes has stood down from the post for personal reasons.



Triple script to be reconsidered

The Government is to give fresh consideration to the use of triplicate prescription forms aimed at cutting the cost and reducing the risks associated with supplying drugs for elderly patients.

This was announced in the Commons this week when Mr David Heathcote Amory (Con) called for more determined efforts to prevent the waste of money, estimated to be over £100m a year, resulting from overprescribing. He said the triplicate script proposed by the Pharmaceutical Society and British Medical Association, though rejected by the Government at an earlier stage, could make a decisive contribution.

Mr Heathcote Amory claimed that if the three pre-dated prescription forms limited

the quantity of drugs to one month's supply, to be dispensed only on the appropriate day, it would achieve economies in NHS by spreading costs over three months. It would also help pharmacists by enabling them to reduce the level of their stocks through being able to plan ahead. A single charge should cover all three forms, he said.

Mr John Patten, Under Secretary at the DHSS, said the Government's original decision to reject the scheme had been taken reluctantly and reflected concern that it could result in the changing needs of patients not being taken properly into account. He said: "We have not closed our minds to this scheme. We are prepared to look at it again and to look at it carefully."

Mr Patten said that the Government planned to launch a new campaign to curb over-prescribing and encourage generic substitution. He told MPs that in 1982-83 the cost of medicines prescribed in England alone was £1.2b

Air anomalies

Anomalies in the supply of medical gases by community pharmacists have been highlighted in a letter to the Department of Health from Trowbridge chemist John Lauder.

Mr Lauder has been supplying domiciliary compressed air to two patients, after an assurance from Wiltshire FPC that such supply is permitted under the NHS even though it is not included in the Drug Tariff. However, the Prescription Pricing Authority has turned down his claim for delivery charges saying that domiciliary air is classed as a drug. The cylinders weigh about 75lbs and are about 5ft high.

Mr Lauder urges other pharmacists air to write to Ms Anna Cassidy, DHSS, Hannibal House, Elephant and Castle, London SE1 6TE, seeking compressed air to be classified as oxygen.

PSNC 'PR' goes to regions

The publicity campaign in defence of chemist contractors' profit margin moved to the regional Press this week.

A number of Birmingham-based journalists were briefed on Monday, resulting in both local radio broadcasts and headlines such as the "Chemist closures warning in city" which appeared above a nine-inch story in *Coventry Evening Telegraph*.

The main plank of the campaign is the Government's proposal to cut the profit margin in half — from the current 16p average per prescription to 8p (see *C&D* November 19, 1983). This has already been referred by the Minister to the Pharmacy Review Panel (*C&D* January 14).

Speaking at a meeting of Midlands LPC members on Monday evening, Mr Alan Smith, Pharmaceutical Services Negotiating Committee chief executive, explained that the DHSS was making a dual attack on the margin. The Franks panel had established a 2½ per cent return on working capital, but by back calculation from the recent discount inquiry the Department was claiming that stock-holding had reduced from seven to around five weeks. And as credit from suppliers averaged 6½ weeks, that meant chemists had a "negative" working capital (it was forgotten that chemists were owed the money for eight weeks).

Another DHSS argument was that as many pharmacists wrote off fixed capital against profit in the first year, they effectively had no fixed capital (which should make goodwill valueless, said Mr Smith).

At a second level, Franks had compared returns on turnover of 22 companies and had recommended a "pure profit" element of 2 per cent. The DHSS had now "reworked" the return of the 21 companies which remained and found it reduced to 1.2 per cent (1981 figures, the latest available). By combining both these factors, DHSS was seeking to halve the margin, from 4 to 2 per cent.

However, this application came on top of the clawback and must be resisted at all costs. If not, Mr Smith predicted first that pharmacists would be unable to finance stock replacement, second that with little return on 70 per cent of their turnover chemists would have to reduce their hours (particularly late openers whose high volume would make them hardest hit by the clawback), and third that there would be a return to pharmacy closures — which had ceased only after application of the Franks formula.

However, Mr Smith had some "good" news too. The labour and overheads inquiry showed there had been an underpayment of some £30m for 1983 which would be repaid — though not if the fight against retrospection on discounts were to be successful!

The inquiry had also shown that 92 per cent of pharmacists' time is spent on NHS matters — against only 81 per cent in the previous inquiry. As part of overheads, notional rents for freehold premises are in future to be established by district valuers on the basis of free market value — this should also generate more money.

Both Mr Smith and Mr Roger Braban — PSNC's public relations consultant — stressed the need to continue pressing MPs on the issues involved. Copies of all correspondence should be sent to PSNC for information and follow-up.

will staff the centres. Service support is also on hand from the parent company who are licensed for the repair of microcomputers and peripherals.

Mr Elman told *C&D* that with hindsight he would have started his operation two years ago. But even so he was "quite heartened" with the results over the Christmas period. The shop is in the middle of a high middle class area, and his is the only retail outlet in the district selling computer hardware. Joint advertising with Northern Computers in the computer Press is planned for later in the year.

Northern Computers say Micropulse centres are expected to generate turnover of £1,000 to £10,000 a week, depending on location. Chris Piff, managing director, says the franchise offers a unique opportunity for specialist retailers to diversify into the home computer market.

Visit to MP causes a stir

"All my customers keep asking about it," says Portishead pharmacist Dennis Brint following a report in the Bristol Evening Post that he was to lead a deputation to see Woodspring MP Paul Dean.

Mr Brint, along with Cleveland pharmacist David Fife and Gordon Drummond's area manager David Saunders, saw Mr Dean on January 28, and expressed their concern over clawback.

Mr Dean, a Parliamentary Secretary at the Department of Health during the Heath Conservative Government, was extremely sympathetic, Mr Brint told *C&D*. "There is no doubt MPs like to see several pharmacists at once. It proves there is a problem that affects more than one person."

Mr Brint is a member of Avon Local Pharmaceutical Committee and sits on the rural dispensing subcommittee.

"We all thought it was worthwhile," he said. "Purely from a social aspect it is worth seeing your MP. If he does get a question he knows who to approach."

Dispensing in Heathfield

East Sussex Family Practitioner Committee has received an application to dispense from a three-doctor practice in Heathfield.

Eastbourne Community Health Council decided to set up a working group to investigate the implications of the move at a public meeting last week. Two pharmacists were present at the meeting — one, Mr Michael Procter, has two shops in Heathfield.

He estimates around 2,400 patients in the villages of Mayfield and Horam will be affected should the application be successful. Comments on the proposal should be with the FPC by February 14. A meeting of the dispensing subcommittee is planned for later in the month.

An application from another doctor in a neighbouring village was rejected a couple of years ago.

■ Australia now has a compulsory national health insurance scheme — Medicare. According to a report in the *Daily Telegraph* last week the scheme is to be financed by a 1 per cent levy on all taxable incomes and will provide 85 per cent of medical costs. Pensioners and the low paid will receive free health care.

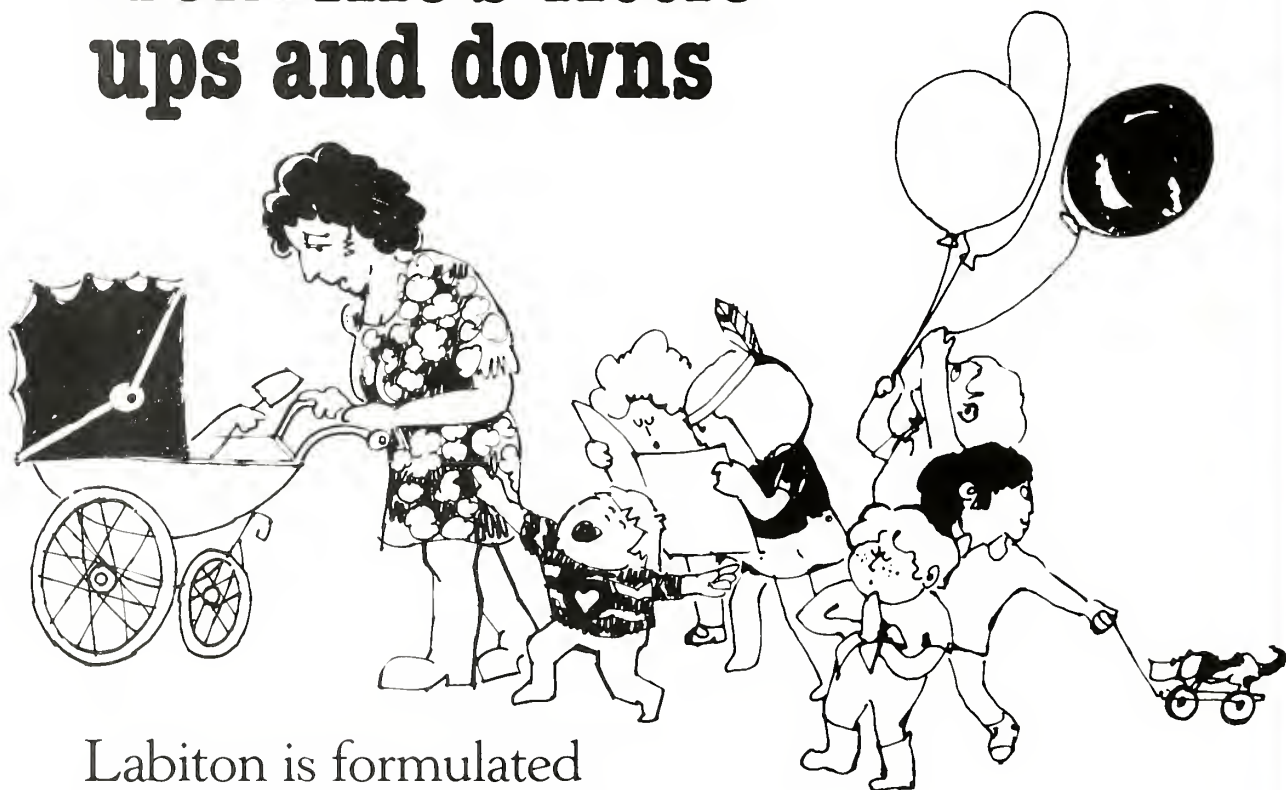
Computers by franchise

A Liverpool pharmacy is one of the first shops to take advantage of a new home computer franchise introduced by Northern Computers.

Mr Barry Elman, one of the directors of Swift & Elman in the Sainsbury's Centre, Woolton launched their "shop within a shop" Micropulse centre (the franchise name) in November. It occupies a corner site in the shop with some four metres of wall space for display of computer hardware and accessories.

Northern Computers say the centres cost from £2,000 to £10,000 to set up. They supply stock at "competitive prices", and provide training for sales assistants who

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New Alliance for retail pharmacists

A new association — the Alliance of Retail Chemists — is hoping to recruit 10,000 members from among community pharmacists. Describing itself as a non-profit making group with the aim of encouraging members to engage actively in Society affairs, ARC is canvassing for support prior to calling a meeting for election of officers.

Who is behind the new organisation is uncertain. *C&D* has only been able to speak to Mr Edwin Evens, a member of Council, who sent in the group's "manifesto". Mr David Ironside, assistant secretary, was not able to talk to us. Mr Evens says this is because some of the people behind the group may stand for Council election and do not wish to be seen "touting for votes," preferring to wait until after the elections before declaring themselves.

However they are confident of widespread support, he says, and when that is evident a general meeting will be called.

The group's "manifesto" says membership is open and free to every general practice pharmacist. Its aims and objectives are:

1. To encourage members to engage actively in all affairs and elections of the Society's Council, both local and national, thus ensuring that the largest cross section of the profession is better represented.
2. To offer individual advice how to do so

and of pharmacists' rights and privileges under the Society's Charter and Bye Laws; to encourage lively participation in branch and LPC activities, especially the elections of the latter, knowing their interests as contractors and employees to be the same.

3. To ensure democratic principles at all levels and to represent their fellows faithfully by determining that, whilst ever ready to accept advice and experience from the Establishment, never to delegate their responsibilities nor allow their powers to be usurped.

4. To form a strong and united body which will command respect from politicians and negotiators, thus affording the status enjoyed by pharmacists elsewhere in the EEC.

"If you think there are already too many organisations in pharmacy which do nothing" says the "manifesto," "let us say we wholeheartedly agree. With your support we do not propose to be one of those. Years of muddle headed thinking have achieved little. Can we do worse?"

Mr Evens told *C&D* that proponents of the organisation he had met seemed "particularly representative of a large cross section of community pharmacy, notably the younger grass roots which we so seldom seem to be able to meet on a common wavelength.

"Whilst not, at this stage, acting as an official sponsor or accepting any official position, I must admit that I felt they were intent in purpose to attempt to dispel the terrible apathy which seems to swamp our profession and has done for many years."

Enrolment details can be received by sending a stamped addressed envelope to *David Ironside MPS, 90 Severn Drive, Cranham, Essex.*

choice about whether or not they use or continue to use benzodiazepines."

The leaflet gives side effects and withdrawal symptoms listing the drugs by generic and brand name and advises patients to consult their doctors before stopping treatment.

Each year 14 per cent of the adults in Britain take a benzodiazepines, says the report. In 1980 nearly 40 million prescriptions for the drugs were written at a cost of almost £30m to the health service.

□ Minor tranquilliser prescribing by GPs has dropped by about a fifth since 1975, David Taylor, Office of Health Economic's deputy director, told a meeting of the Royal Society of Medicine this week.

Tranquilliser use is a favourite target for alarmist comment, he said. "The issue is put into perspective by the fact that for every £1 the NHS spends on tranquillisers and related medicines, the public spends about £300 on the more dangerous drug alcohol."

More talks on bulk scripts?

The Pharmaceutical Society is to seek further discussions with the Department of Health on bulk prescribing, in the light of support given to the Society's policy by the Royal College of Physicians report on medication for the elderly.

The Society's Council decided last week to write to the Minister of Health repeating the earlier proposal that he call a meeting, attended by representatives of the medical and pharmaceutical professions, in an attempt to agree the products which could with safety be bulk prescribed.

A letter will also be sent to the Department of Health commending the use of patient held medication record cards and urging action to encourage general medical practitioners to use the box on form FP10 for indicating the period of treatment.

Link pharmacy and medicine?

In the long term the general practice of medicine and pharmacy should be combined. That is the contention of pharmacy management writer and lecturer, Eric Jensen, in a submission to the Nuffield Foundation Pharmacy Inquiry.

By long term Mr Jensen means 10 or 20 years, but at the end of this period he says "there would be a single combined qualification to practise as community pharmacist and general practitioner doctor."

The major part of the submission is a reprint of an article Mr Jensen wrote in 1971 setting out the case against controlled distribution of retail pharmacy. To this he has added new recommendations which include abolition of the Basic Practice Allowance and of the Rural Dispensing Committee; a new NHS contract with a fair return on capital invested; and definition of the precise functions of community pharmacy.

■ The number of first year undergraduate pharmacy students at universities fell by 10.4 per cent last year. The Universities Central Council on Admissions' report for 1982-3 shows 647 students were accepted for pharmacy. Of these 250 were men and 397 women — 50 students were from overseas. The number who applied to university schools was 2,751 (2,543 in 1982). Of these 2,461 were home students.

Hard facts and hard choices

MIND, the National Association for Mental Health, this week offers the "hard facts and hard choices," associated with benzodiazepines in an information sheet for the general public (*C&D* January 14, p48).

"Benzodiazepines can provide effective relief from stress and anxiety but it is doubtful if they are effective beyond four months. Benzodiazepines marketed as sleeping pills can provide effective relief from sleepless nights and disturbed sleep but are no longer effective after between three and 12 days."

Those are two "facts" from MIND's "special report" on benzodiazepines. The leaflet is aimed at the general public and "wants to help people make an informed

Guidance on 'pill' choice

There is no absolute indication to change immediately any well chosen oral contraception on the evidence in Professor Pike's paper, which pointed to a possible causal relationship between the "pill" and breast cancer (C&D October 1983, p775).

That is the advice of the National Association of Family Planning Doctors in their interim guidelines to GPs on oral contraceptive prescribing.

The lowest suitable dose of both oestrogen and progestogen should be prescribed regardless of age, says the NAFPD. Binovum, Logynon, Logynon ED, Trinordiol, Ovysmen, Brevinor, Marvelon, Loestrin, Neocon, Norimin, Microgynon 30 and Ovranette appear to be suitable for all patients or where a change is indicated.

In patients with epilepsy, where there could be a drug interaction, or where a "high dose pill" is needed to achieve good cycle control, a "high potency pill" may still be indicated. This should be explained to the patient. Where a higher dose of oestrogen is indicated Ortho-novin 1/50 and Minovlar would be suitable alternatives, says the NAFPD.

Women should not change "pills" until their current pack is finished and should use additional contraception when changing.

Cervical smears should be taken when starting the "pill" and five year intervals thereafter in both users and ex-users. Regular self-examination of the breasts should also be stressed, says the NAFPD.

Risk disputed

Women on oral contraceptives are not at a greater risk of cervical cancer according to an unpublished study from the Christie Hospital, in Manchester.

Dr Robert Yule and his colleagues looked retrospectively at records for 574,600 "pill" users and 133,490 IUD users over 16 years according to a report in last week's *General Practitioner*. "Pill" users with 8.52 positive cervical smears per 1,000 showed a smaller risk than those using IUDs at 13.94 per thousand.

Dr Yule told *GP* that a significant risk factor was whether women had been pregnant. The number of positive smears rose to 21.2 per thousand for women with four or more children in the "pill" group and 19.4 per thousand for those on IUDs.

The two groups of women were not matched in any way nor was a note made of the type of contraceptive "pill" taken.

Hard work?

My heart bleeds for Mr Bebbington who wrote last week in total exasperation about the way his time is being used for non-profitable over-the-counter, and over-the-phone consultations, which he would have us believe is the immediate result of the National Pharmaceutical Association's advertising programme. Shame on him that he cannot see it as the reward for years of hard work and dedication to the welfare of those he serves.

He is moaning about being recognised! Of course we give our services for nothing. Of course we get lumbered with the bores, the inadequate and the psychosomatics for whom the doctor has scant time. But is the man who can write such a letter, trying to tell us he can't cope with them and would rather get on with the important work . . . in his dispensary counting prepacks? I don't believe it.

We all have our Mr Gs with their preoccupation over bowel function, and know in our hearts that the poor devils have bigger problems than they know of. We just help a little, day to day. Of course we know little Jeremy's feet stink because he wears nylon socks. But the mother needs to be told. I see it as our job, and, believe it or not, think the Basic Practice Allowance is a first recognition officially of a role far wider and as realistically useful to the community as that of dispensing technician . . .

Voting?

R. W. Poynter also wrote last week raising a number of points about the poor voting record by members of Society (Us that is,); our lack of faith in the Society resulting in the low vote, and the fact that the Society bans any publications by candidates after they have been nominated. I jump at the chance to say once more: "Have you ever heard of a more ridiculous ruling than this?"

At the very time when we might be inclined to read any dissertation about what a candidate wants to achieve for us, and how he or she proposes it should be done, we are allowed nothing. Instead we are given one combined hand-out from which to make a rational choice. Rational? From that? Look what happened last time. The effect overall is to kill any interest, precisely because there is no cut and thrust of argument or idea. Our elections are dead as a dodo.

However hope springs up when we read that the Editor of *C&D* is willing to publish articles or letters from candidates, even after nomination!

Oh, come on, sleepers. Wake up! We must have been a piffling namby pamby lot of idiots to accept such a ruling. It's a nonsense and we all know it. And so far as I can see it is a request, and not part of any written rules of conduct. Let's bring some life to the elections and our Society. Write your letters and articles, dear candidates. Let's see the measure of your commitment . . . and your courage in breaking one of the most foolish restrictions ever foisted on aquiescent sheep. Bah! Or is it Baaa?

Vitamins

Since I spend a considerable amount of time at the shop counter, I am aware of the current madness sweeping this country which causes otherwise rational people to consume massive amounts of vitamins. And to spend equally massive amounts of money and time trying to find all sorts of rare and exotic vitamins and minerals.

The trend is fed by health food manufacturers, the regular pharmaceutical manufacturers and purely commercial operators running all sorts of fringe selling organisations. The only thing in their favour is that they probably don't actually do much damage — the same argument currently put forward in the latest output from Nelsons.

I think we do ourselves and the public a disservice if we go along with it because people come to us as the last arbiters when making a decision. They may not take our advice, but will bear it in mind later.

The article in last week's *C&D* written by Dr A. Li Wan Po, looking at what vitamins can and can't do, has come at the right time.

Careless

Interesting to read of the dangers of self medication with ibuprofen as shown up by K. C. Sims of Dorset, who found a patient taking a dose of some 3,200 mg daily, due to combining prescribed Brufen with what she thought was a new analgesic. I keep my Martindale handy these days, because my memory isn't what it was (being filled up years ago . . . needs a new disc) and looked up ibuprofen. Try it yourself . . . and tremble.

As a result I have re-enforced my instructions to staff about the need to involve me personally in all sales, and have printed an extra warning behind the shelf edge, requiring them to ask purchasers if they are taking any prescribed medicines. But how I agree with the sentiment about expecting to get a proper fee for what is genuinely a professional input. How about it Boots? You give us the product, yet deny a proper return for selling it safely for you.

Chemist & Druggist 11 February 1984

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Using fourth finger give gentle circular motions.

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IN 1984, THIS IS WHAT NELSONS WILL

"Ask your pharmacist"

Can you afford to miss out on Britain's most experienced manufacturer of homoeopathic medicines?

The recent dramatic surge of public interest in alternative medicine has led to increasing consumer demand for a reputable, nationally recognised line of homoeopathic medicines.

As a pharmacist, you are in a unique position to recommend the right line to your customers.

With the Nelsons range of homoeopathic medicines you have the support of Britain's oldest and leading manufacturer of homoeopathic medicines as well as a co-ordinated line of products that will meet your customers' needs for safe, natural and effective relief for every type of ailment from the common cold to insomnia.

TO BEES, POLLEN IS A BLESSING!

For many people pollen is a natural remedy. No. 1. Here's a natural answer.

Nelsons homoeopathic medicine offers effective relief from hay fever. Made entirely from natural substances, its active ingredients are free from unpleasant side effects such as:

This summer ask your pharmacist for Nelsons and enjoy life just as much as the LITTLE BUZZERS!

Hayfever

Relief of hay fever

MARTIAN FLU?

Whatever type of flu it is, you get that miserable run-down feeling.

Nelsons homoeopathic medicine helps relieve flu symptoms by reinforcing your body's natural defences. It is safe, effective and its active ingredient is completely free of side effects.

Thousands of people have found Nelsons the natural alternative to conventional medicines. Recommended by the NHS and stocked by:

Relief of influenza & influenza like Colds

So the next time you have flu, ask your pharmacist for Nelsons. The natural way to cope with Flu-like symptoms!

nelsons

NASTY CODES?

For those of you with nasty colds, here's a little secret path. - Now here's an answer. Nelsons homoeopathic medicine helps relieve cold symptoms by reinforcing your body's natural defences. It is safe, effective and its active ingredient is completely free of side effects.

Thousands of people have found Nelsons the natural alternative to conventional medicines. Recommended by the NHS and stocked by leading chemists and health stores.

Relief of influenza & influenza like Colds

So the next time you have a nasty cold, ask for Nelsons Homoeopathic medicine. Or is it Nelsons Homoeopathic medicine?

nelsons

Helping the body's natural defences

Are there family medicines that are natural, effective, and free from unpleasant side-effects?



Look at the warning on this medicine. The warning will help you find safe medicine for your family.

Free from unpleasant side-effects

nelsons

Helping the body's natural defences

HAY FEVER
Nelsons offer effective relief



without side-effects

Nelsons Hayfever medicine is free from the 'runny nose' side-effects of many other medicines. It is safe, effective and its active ingredient is completely free of side-effects. It works by strengthening your body's own defences against the symptoms of hay fever.

Thousands of people in Britain are finding Nelsons the safe and effective answer to their colds. But for a wider range of symptoms, ask your pharmacist for Nelsons.

Without side-effects

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Without side-effects

A unique national advertising campaign for homoeopathic medicines.

Now, Nelsons are launching a major campaign to promote their products to a massive cross-section of the public. It is probably the first nationally co-ordinated advertising campaign for homoeopathic medicines launched in the UK, and its objective is to increase consumer awareness and stimulate demand for Nelsons homoeopathic medicines in major population centres across the country.

The campaign consists of informative advertisements promoting the efficacy, safety and freedom from side-effects of the Nelsons range, as well as specific product advertisements for Nelsons remedies for common ailments such as colds, hay fever, indigestion and rheumatic pain.

BE SAYING TO MILLIONS OF PEOPLE

Throughout the campaign there is a strong appeal to customers to seek the service and advice of the pharmacist.

The advertisements will appear in national colour supplements, magazines and London Underground tube cards, all powerful and purposeful media for our target audience.

In-store merchandising and display support.

To increase the impact of the campaign and provide powerful purchase incentives to the customer, Nelsons have devised a complete programme for in-store merchandising and display. This consists of a range of eye-catching counter dispensers, carousels, information booklets, posters, and a special homoeopathic medicine case for family ailments.



We need your help

Although long recognised by the NHS, and used by tens of thousands of people in Britain alone, homoeopathy has only just begun to attain the wider recognition of the general public. Nelsons is proud to be able to take the lead in promoting homoeopathic medicines, but we need the help of you, the pharmacist, in order to spread the benefits of homoeopathy throughout the community.

For further information on the Nelsons range and details of how Nelsons can help you profit from homoeopathy, contact your local Vestric representative or call Robert Smith at:

A Nelson & Co Ltd, 5 Endeavour Way, Wimbledon, LONDON SW19 9UH. Telephone: 01-946 8527

Vestric — the national advantage

As part of their drive towards better distribution and retail services, Nelsons are pleased to announce the appointment of VESTRIC LIMITED as national distributors for their homoeopathic range.

Together, Nelsons and Vestric will provide the level of total support that enables the pharmacist to maintain a competitive and useful service to the community.

Aside from this major pharmaceuticals distributor, many independent pharmacy chains and stores are devoting an increasing amount of space to Nelsons homoeopathic range.



Helping the body's natural defences

Lastonet

THE PROFESSIONAL GUIDE TO SURGICAL HOSIERY

Lastonet. Giving chemists the support they need.

Recent research shows that chemists find stocking and filling surgical hosiery prescriptions complicated and time-consuming. This has prompted Lastonet, the specialists in leg care, to initiate a "support for chemists" programme. The first step in this campaign is the Lastonet 'Professionals' Guide'.

A CATALOGUE OF LEG CARE

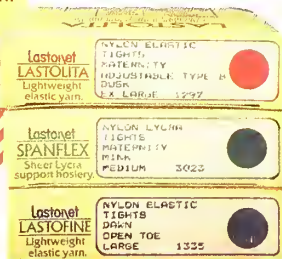
Containing material samples, ordering information and general advice, The Lastonet 'Professionals' Guide' is an invaluable aid to professionals – doctors, chemists and health visitors. Ask your Lastonet representative for a copy.

IMPROVED PRODUCT IDENTITY

Manufacturers' colour-coding of their products is not always as simple as they would lead chemists to believe, and selection of the right item of surgical hosiery can be arduous. Lastonet address this problem with simplified colour-coded packaging and

improved pack-end labelling to make selection and identification of the correct Lastonet product fast and straightforward.

SURGICAL HOSIERY



CUSTOMER SUPPORT

Lastonet provide a special leg care booklet containing advice and information on this delicate subject. Chemists can redirect customers' queries to the factory. Experienced, sympathetic Lastonet leg care counsellors are happy to help.

Lastonet

THE LEG CARE SPECIALISTS



KEEP YOUR LEGS
IN GOOD WALKING ORDER
PLEASE TAKE A BOOKLET

IMPROVED DISCOUNT

Lastonet now offer decisive discount rates on specific products and on smaller quantities.

GUARANTEE

All Lastonet made-to-measure products are backed by a full six month guarantee. Chemists can feel confident in recommending Lastonet products to their customers.



KEEP YOUR LEGS
IN GOOD WALKING ORDER

Lastonet

THE LEG CARE SPECIALISTS

Lastonet Products Ltd., Carn Brea, Redruth,
Cornwall. Tel: Camborne (0209) 71414

Where ibuprofen scores

In the first of a new "pull out and keep" series of articles on OTC topics, Dr Alain Li Wan Po, department of pharmacy, Aston University, looks at ibuprofen.

The reclassification of ibuprofen from being a Prescription Only Medicine to Pharmacy only is a major event in the field of non-prescription medicines and follows closely the similar change in legal status for loperamide (see *C&D* October 29, 1983). While loperamide is likely to remain a low volume drug, ibuprofen is set to join the aspirin and paracetamol league.

Ibuprofen possesses analgesic, anti-inflammatory and anti-pyretic properties. Existing OTC drugs with which it will compete are aspirin, paracetamol and combinations of these two drugs with codeine and caffeine. There is little evidence to show that any of the other analgesic drug combinations are either rational or any more effective than the single-agent products. How innovative is ibuprofen in relation to the existing analgesics?

Mode of action

Ibuprofen belongs to the chemically often disparate group of drugs (below and left) generally referred to as non-steroidal anti-inflammatory drugs (NSAID). These anti-inflammatory drugs are called non-steroidal because their activity is not mediated

through the adrenopituitary axis. Some members of the group are structurally similar (eg ibuprofen, fenoprofen and ketoprofen). Paracetamol is not anti-inflammatory at dosages used clinically and is not normally included among the NSAIDs.

It is now known that the NSAIDs owe at least part of their activity to the inhibition of prostaglandin synthesis by interfering with the metabolism of arachidonic acid. It is also becoming increasingly clear that the mechanism of action does not fully account for all the activity of many of the NSAIDs. Inhibition of peripheral cyclo-oxygenase may be enhanced by inhibition of the same enzyme system within the central nervous system, although there is now general agreement that the analgesic and anti-inflammatory activities of the NSAIDs are essentially peripheral. This contrasts with agents such as codeine and dextro-propoxyphene which act centrally.

Clinical pharmacology

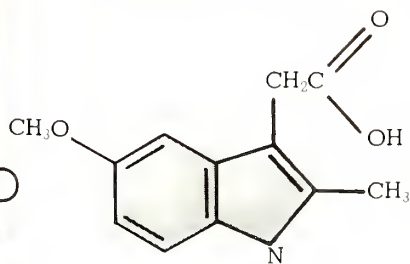
Ibuprofen is readily absorbed by mouth and does not seem to accumulate in poorly perfused tissues of the body. The rate of absorption is slowed by concomitant food ingestion. No detectable amount of the drug is found in breast milk following ingestion of OTC doses. Following single dose administration, complete urinary excretion of the drug and its metabolites occurs within 24 hours. Very little is, however, excreted as free ibuprofen. The drug has a short plasma half-life of about 2 hours.

Two types of study provide guidance on the choice of drug for particular clinical conditions: laboratory pharmacological comparisons using well established test systems, and clinical studies. These studies, together with a knowledge of the pathophysiological basis of the condition being treated, enable a rational choice of drug to be made. The presence of any concurrent disease in the patient must of course also be taken into account.

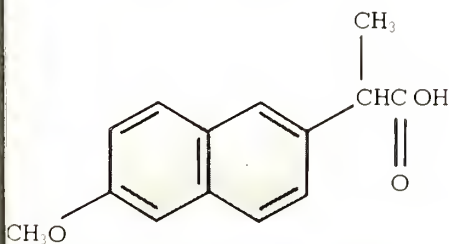
Dysmenorrhoea: Painful menstruation is a common, often incapacitating condition and is one of the leading causes of absenteeism among young females. A number of studies have clearly shown that excessive production of prostaglandins is implicated in the pathogenesis of the condition. Theoretically prostaglandin synthetase inhibitors ought to be helpful.

Confirmation of this was first obtained in studies using the fenamates. Surprisingly, aspirin has been shown to be disappointing in this respect. The fenamates are able to compete effectively with prostaglandin for

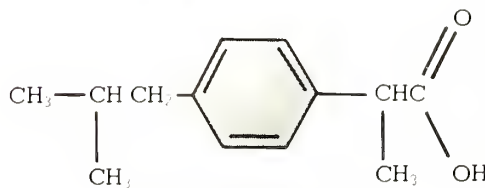
INDOMETHACIN



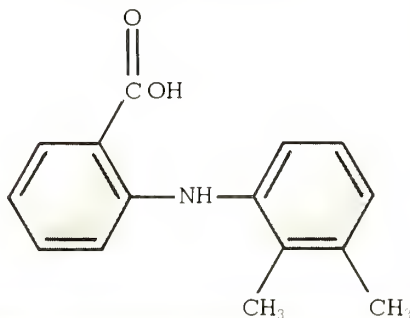
NAPROXEN



IBUPROFEN



MEFENAMIC ACID



binding sites in the uterus and this has been advanced as an explanation for their superiority over aspirin in dysmenorrhoea.

Ibuprofen has since been shown to be effective for this condition, both when used as a prophylactic agent and at the first onset of symptoms. At doses of 400mg ibuprofen is more effective than 650mg aspirin, and paracetamol is no better than aspirin. Theoretically aspirin should be much better than paracetamol. Although the strong anti-platelet activity of aspirin raises the possibility that bleeding may be enhanced if it is used for treating dysmenorrhoea, this is not borne out by studies.

Dental pain: Despite improving dental hygiene, toothache is still a common problem. Tooth impaction is an unpredictable problem. Studies on the effect of ibuprofen and aspirin in post-surgical dental pain have shown that ibuprofen 400mg was better than aspirin 650mg or aspirin 650mg combined with codeine 60mg. Ibuprofen 400mg administered half-an-hour prior to dental surgery also delayed the onset and reduced the severity of post-operative pain. Based on these studies and on the fact that ibuprofen has much less effect on bleeding time, it would appear to be preferable to aspirin in post-surgical pain.

Headache: Experience of the use of ibuprofen for the relief of headache is more limited. Although one study has indicated that ibuprofen 400mg was better than paracetamol 900mg in reducing pain severity, confirmation of the superiority of ibuprofen over the standard mild analgesics needs confirmation.

Adverse reactions and side effects

Gastric irritation is by far the most notable adverse effect of NSAIDs. Although ibuprofen is much less dangerous than aspirin in this respect, it is recommended that all NSAIDs should be avoided in patients with a history of gastric problems. When an analgesic or antipyretic is required in such patients, paracetamol is preferable. Where an anti-inflammatory agent is required patients should be referred to their doctors for assessment.

Aspirin sensitivity is a common phenomenon in asthmatic patients. Ibuprofen, in common with all the NSAIDs, should be avoided in such patients since current evidence suggests that in at least some hypersensitive patients, the adverse reaction is mediated via inhibition of prostaglandins. Cross-sensitivity between aspirin and ibuprofen has been reported.

Ibuprofen can be administered safely to patients on warfarin-type anticoagulants. Even haemophiliacs can receive the drug without ill-effects. However, some authorities recommend that concurrent use

of ibuprofen and anticoagulants should be avoided since irritation of the stomach by ibuprofen can lead to severe bleeding in such patients. On this basis, the use of ibuprofen should be approached with caution in haemophiliacs.

Factors such as angiotensin II and hypotension lead to an increase in the biosynthesis of renal prostaglandins. By interfering with this biosynthetic pathway, NSAIDs will disrupt existing mechanisms of homeostasis and the activity of any drug acting on these axis. Thus, ibuprofen in common with many NSAIDs including aspirin, may reduce the effects of diuretics such as frusemide and bendrofluzide. A reduction in the activity of beta-blockers has also been shown in patients given NSAIDs.

Skin reactions may occur with ibuprofen and although such reactions are rarely serious, withdrawal of the drug is required when they are observed.

In conclusion...

Ibuprofen makes a significant useful contribution to the range of drugs which the pharmacist can recommend for the relief of pain, inflammation and to a more limited extent, fever. For the relief associated with dysmenorrhoea, the available evidence suggests that it is superior to paracetamol and aspirin. Its analgesic activity in dental pain is at least as good as that of the other non-prescription analgesics either used alone or in combination with low doses of centrally-acting analgesics.

Ibuprofen also compares well with aspirin and paracetamol for the relief of headache and non-articular rheumatism such as lumbago, stiff-neck and fibrositis but the evidence is less voluminous. The drug has an impressive safety profile but is clearly not without adverse effects. As the population of users and the frequency of use increase, so far undiscovered dangers may yet emerge.

Close monitoring by pharmacists and manufacturers is warranted. Will ibuprofen, manufacturers and pharmacists live up to expectation? Many will be watching with a keen eye.

Ibuprofen preparations currently available:

Proflex 200mg tablets	12	£0.88 P
(International Labs)	36	£2.40 P
Nurofen 200mg tablets	12	£0.55 P
(Crookes Products)	24	£1.05 P
Maxa-gesic 200mg tablets	12	£0.85 P
(Wigglesworth)	24	£1.59 P
	36	£2.29 P

Generic OTC preparations are available from:

Evans Medical Ltd	200mg	12	£0.55 P
		24	£0.99 P
Sussex Pharmaceuticals Ltd	200mg	25	£0.88 P
	400mg	12	£0.84 P



YOU ONLY NEED THESE 3 FIXATIVES TO SECURE YOUR PROFITS NICELY.

75% of all sales come from Stafford-Miller denture fixative brands, primarily Super Wernets, Super Poli-Grip and Dentu-Hold – each No.1 in their respective fields of Powder, Cream and Liquid fixatives.

So your customers need go no further.

All their needs are met by these three brands.

All are getting solid advertising support during 1984. With

more than £1,000,000 behind the three leading brands, they're going to get a lot of notice, in this dynamic market.

And if you make sure of being well stocked with these three category leaders, you can take a confident bite at the profits.

The advertisement features three product boxes and a tube of denture fixative. The top right box is for 'SUPER WERNETS Denture Fixative Powder Medium', with text describing it as a 'Double adhesive formula for superior denture control and confidence'. The bottom right box is for 'SUPER POLI-GRIP DENTURE FIXATIVE CREAM FRESH MINT FLAVOUR', with text describing it as 'LONG LASTING HOLDING CREAM'. The left box is for 'NEW! Dentu-Hold LIQUID DENTURE FIXATIVE'. A man and a woman are shown smiling and using the products. The man is holding a toothbrush with fixative on it, and the woman is holding a toothbrush with fixative on it. The background is white.

SUPER WERNETS · SUPER POLI-GRIP · DENTU-HOLD.

Stafford-Miller: the first name in denture care.

Tutoplast Dura

Manufacturer E. Merck Ltd, Four Marks, Alton, Hants GU34 5HG

Description Solvent-dehydrated human dura mater in the form of absorbable collagen for homotransplantation. It is highly purified, free from antigens and enzymes and sterilised by gamma irradiation

Indications For repair or closure in thoracic surgery, abdominal surgery, neurosurgery and urology. Within three to four months about 85 per cent of the transplant is absorbed and replaced by collagenous connective tissue.

Administration The dura should be soaked in 0.9 per cent sterile saline at room temperature for several minutes before use.

Contraindications, warnings etc Dura implantation is contraindicated if local infection is present

Pharmaceutical precautions Discard once opened

Packs 1/1 calotte, pack containing (one piece, £461.98 trade); 1/2 calotte (one piece, £199.83); 4 × 5cm (two pieces, £84.78), and 1.5 × 3cm (five pieces, £58.55)

Supply restrictions Prescription only, hospital only

Issued February 1984

Cambmac Dansac Supersquare

Cambmac have introduced a new ostomy care system available on FP10.

The Dansac Supersquare system is designed to adapt to the movements of patients, say the manufacturers, as it replaces hard plastic interlocking flanges with a "wafer-thin, pliable" Supersquare base, which moulds to the contours of the body. Dansac bags with a spunlace backing material complement the Supersquare bases.

The system comes with a variety of bags to fit stomas with a maximum size of 50 or 80mm. For 50mm stomas the following are available (all prices exclude VAT): 6510 100 × 100mm base (10, £13.90), 2544 closed opaque, or 2544C closed clear standard bag (100, £65.20), 2644 closed opaque or 2644C closed clear small bag (100, £65.20), 4544 drainable opaque or 4544C drainable clear standard bag (30, £18.90), 4644 drainable opaque or 4644C drainable clear small bag (30, £18.90).

Available for 80mm stomas are: 6512

125 × 125mm base (10, £28.50), 2580 closed opaque or 2580C closed clear standard bag (100, £89.40), 4580 drainable opaque or 4580C drainable clear standard bag (30, £29.61). *Cambmac Instruments Ltd, Denny End Road, Waterbeach, Cambridge CB5 9PY.*

Peptisorbon on ACBS list

Peptisorbon is a nutritional supplement prescribable for: pancreatic insufficiency; small bowel syndrome disease; gastrointestinal fistulae; short bowel syndrome; inflammatory bowel disease; pre- and post-operative nutrition, and bowel preparation.

The product is an off-white, soluble powder consisting of protein (mainly short chain peptides), fat (60 per cent MCT, 40 per cent sunflower oil), and carbohydrate, with vitamins, minerals and trace elements.

It is gluten and fructose-free and virtually free of lactose. Approximately 6 sachets (£8.95 trade) ie 83.3g powder providing 333kcal per sachet, will give the adult daily nutritional requirement, say Merck.

Administration is by gastric, duodenal or

jejunal tube, 7-8g Peptisorbon per kg body weight should be given each day. Each sachet should be dissolved in a minimum of 300ml water.

It is not for intravenous use and should not be given in small bowel atony. Once mixed it should be used as soon as possible. *E. Merck Ltd, Four Marks, Alton, Hants GU34 5HG.*

BRIEFS

Lexotan for elderly: The Lexotan product licence now includes the elderly for whom doses should not exceed half those normally recommended. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

Dermacolour on ACBS: Dermacolour camouflage cream and fixing powder are now prescribable for concealment of birth marks, post operative scars and other deformities, and as adjunctive therapy in the relief of emotional disturbance due to mutilating skin disease. The cream (30g, £5.95) is available in over 30 skin tone colours and the fixing powder (75g, £4.60) in five shades. *Charles H. Fox Ltd, 22 Tavistock Street, London WC2.*

COUNTERPOINTS

Choc shirt

A tee-shirt offer is to run on Choc de Cardin from the beginning of April.

Featuring the Choc pink and indigo motif, the tee-shirt will be available in medium and large sizes with Choc purchases totalling a minimum of £9. *Shulton (GB) Ltd, Alexandra Court, Wokingham, Berks.*

Christy range relaunched

The Christy skin care range has been relaunched to cater for women with normal or dry skin.

It now includes: cleansing lotion (150ml, £2.25), toning lotion (150ml, £2.25) and moisturisers in both cream (50ml) and lotion (150ml). The latter are available in a natural format (£2.25) or with either collagen or a UV filter (£2.45).

An introductory trio (£1.99) will be available comprising 30ml sizes of cleanser,

toner and moisturiser. All products come in plastic bottles and colour coded cartons denoting skin type.

Display stands, tester bars, showcards and posters are available. Initially the stand is being sold as a package (£85.08) with six of each variety. The range is also being backed by colour advertisements in the women's Press — *Cosmopolitan, Options, Women & Home, Over 21, Woman's World, She and Annabel.* The campaign begins in the Spring with a follow through campaign in Autumn. *Thomas Christy Ltd, 152 North Lane, Aldershot, Hants.*

Ozium confusion

While the air sanitiser Ozium is available to the public through retail chemists from Dendron (see *C&D* January 14) the manufacturers wish to point out that this relates only to special non-medical packs of the product. The standard medical pack of Ozium for colostomy patients continues to be supplied by *Downs Surgical plc, Church Path, Mitcham, Surrey, CR4 3UE.*

Chemist & Druggist 11 February 1984

NOW WITH
£1 MILLION T.V.
ADVERTISING SUPPORT

Pain relief that is built to last

Good news for those of your customers for whom pain is part of everyday life. Many could benefit from the anti-inflammatory power of aspirin, power that paracetamol cannot offer, if it were not for the potential effects of aspirin on the gastric mucosa.

New Duralin provides up to six hours' relief from pain and inflammation. Yet each two-tablet dose contains, in addition to 1000mg aspirin, 450mg of antacid. This not only speeds absorption but also reduces acidity, making Duralin kinder to the stomach than plain aspirin.

New Duralin has been developed by Bristol-Myers, one of the world's top ten pharmaceutical companies. Duralin comes in solid dose form (tablets and capsules) because research shows that that's what your customers prefer.

Duralin is a new dimension in long-lasting pain relief to add to your armoury. Bristol-Myers will ensure that your customers are made aware of where the enduring power of Duralin can be found: in their local pharmacy.



New
Extra Strength
Duralin *



BRISTOL-MYERS PHARMACARE*

Bristol-Myers Pharmacare, Bristol-Myers Pharmaceuticals, a division of Bristol-Myers Co. Ltd.,
Station Road, Langley Slough SL3 6EB

*Trademark. Authorised User Bristol-Myers Co. Ltd. © 1983 Bristol-Myers Co. Ltd. DUR 02

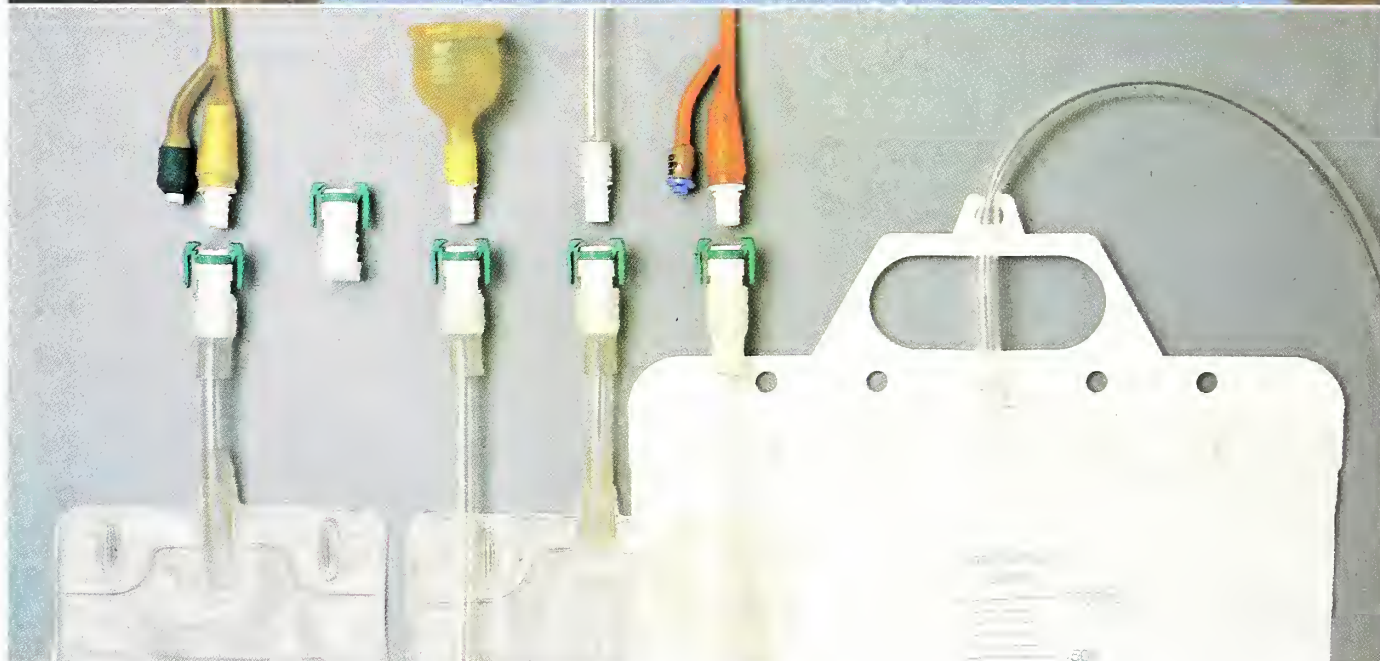
Accuseal™ System for urine collection

From **New**
SURGICARE^{Trademark}

The Accuseal System
makes the choice of equipment
easier
and connection even simpler.

The Accuseal connection provides a reliable seal,
allows tubing to rotate
and can be disconnected without a struggle.

For the first time a truly compatible range
of urine collection units
which simply 'click' together.



Please send for further information

Name _____

Address _____

No stamp required/address to **Squibb Surgicare Limited**
Freeport TK245 Squibb House 141-149 Staines Road Hounslow Middlesex TW3 3JB

CD/A/1

BLOCK CAPITALS



Squibb Surgicare Limited Squibb House 141-149 Staines Road Hounslow TW3 3JB Telephone 01-572 7422

Made in England Registered user of the trademarks A member of the **ConvaTec** division of E. R. Squibb and Sons Inc.

Gum and fibre for diabetes/constipation

Britannia Pharmaceuticals have introduced Lejguar (250g, £6.15 trade) for reduction of post prandial glucose levels in diabetes and Lejfibre (25 x 10g, £2.80 trade) for treating constipation.

Lejguar (Pharmacy only) is presented as granules containing approximately 90 per cent of guar meal flour. The product is thought to reduce post prandial glucose levels by forming a viscous gel in the gastrointestinal tract slowing gastric emptying and thickening the unstirred water layer adjacent to the intestinal villi.

Adults should take one scoop (3.5g) before a meal and one scoop during a meal. The granules should be stirred into a glass of at least 200ml water or fruit juice, swallowed quickly and washed down with

another 200ml of liquid. If water is not used the sugar content of the liquid should be taken into account.

The initial dose of two scoops three times a day can usually be reduced to two scoops twice a day after six weeks. The product is not recommended for children or patients with a history of oesophageal disease or difficulty with swallowing.

Side effects include a laxative effect and flatulence. Occasional excessive laxation is usually transient and normally improves after one to two weeks or after temporarily reducing the dose.

Lejfibre biscuits (GSL) are medium brown in colour each containing 4.04g oat bran meal. Britannia say that the product avoids the drawback of long-term bran treatment because of its low phytic acid content. The acid may chelate various metals in the intestine and attenuate their absorption.

Two biscuits should be chewed each morning with a drink. They can be eaten spread with butter, Marmite, jam etc but are not recommended for children. *Britannia Pharmaceuticals Ltd, Hamilton House, 87 Bell Street, Reigate, Surrey.*

Aegis get their act together

A men's fragrance range is being launched by Aegis International after two years research. Comprising 75 ingredients, Aegis — meaning shield of Zeus — will be supported by a £½m promotional spend covering national television advertising — breaking in March — and in-store promotions. Target market is the business executive aged 24-45.

Ingredients include a blend of orange oil, musk oil and other essential oils and extracts all complemented by a herbaceous green moss complex.

The range comprises 12 products — aftershave splash and cologne — both with a natural spray; brushless shaving cream; aftershave balm; skin conditioner; granular skin scrub; total body shampoo; talc; ocean spray body splash, and deodorant spray. Prices are £5.95 — £19.95. (see also *Business News*) *Aegis International Ltd, 197 Edgware Road, London.*

As a pharmacist, how much good can this little capsule do you?.



Hair analysis by New Era

New Era are offering a hair mineral analysis service through pharmacies and health food stores.

The service uses atomic emission spectroscopy to measure the levels of 22 minerals in the hair, which gives a close reflection of the minerals in the body and indicates whether a person is suffering from mineral deficiency or excess.

Customers fill in a questionnaire then send it with £19 and a hair sample direct to New Era who guarantee to send a report within 28 days.

A panel of experts assesses the results and suggests how any mineral imbalance can be corrected. Hair dye and perms can affect the analysis so customers must state on the questionnaire whether they have been using such products.

Pharmacies acting as hair analysis centres will receive, free, a counter/wall



This new display unit for Beecham Powder capsules holds 12x10 capsule packs and six packs of the 20 capsule size. The unit can be used for self-selection of controlled sale by reversing the base. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middx.*

stand plus 100 leaflets containing the questionnaire, a window/door sticker and a copy of the manual "Hair analysis reveals the secrets of your health". For every analysis request received by the company, the pharmacist will be paid a £2 service fee. The manual includes a £19 voucher for a free analysis.

Speakers at a Press conference to launch the service, said that the technique was a useful screening tool to give a general idea of a person's health.

There was evidence that healthy people had different trace mineral patterns from those with diseases such as cancer and diabetes but more research was needed to establish the validity and relevance of these findings. An incorrect mineral intake may also be responsible for a range of common complaints such as irritability and depression.

The inductively coupled plasma spectrometer system used is said to be the most advanced system available and the only one in operation in the UK. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.*

This much

New Consumer Research

In-depth consumer research has confirmed that Pharmaton Capsules are correctly regarded as far more than just a multi-vitamin and this will be reflected in the imaginative approach of our new campaign for '84.

Consumer Advertising

The results of the research confirmed Pharmaton's unique position in the marketplace and highlighted its wider potential market. The advertising for '84 will extend the 'Healthtime Theme' but with added visual impact, to reach this larger audience. Advertisements will again be placed in the National Dailies, Womens Press and regional inserts in the T.V. Times.

Public Awareness

Public awareness of Pharmaton Capsules has been significantly increased by the efforts of the Pharmaton



Information Bureau. Pharmaton has been featured in local, national and international media with personalities such as Leslie Watson, the women's 50 mile world record holder, who will continue to run in the Pharmaton colours, and Joan McLarnon, who will be holding consumer education talks to invited audiences throughout the country.

Additionally Pharmaton's own international standing will continue to



pay dividends especially with the great success of the World Medical Games, which included a group of 50 British Doctors and Pharmacists.

We will keep you updated on all events and activities for '84 with the launch of a Pharmaton newsletter.

Trade Promotion and P.O.S.

A major promotional scheme will be unveiled later this year aimed at new



Re-launch for Nudit

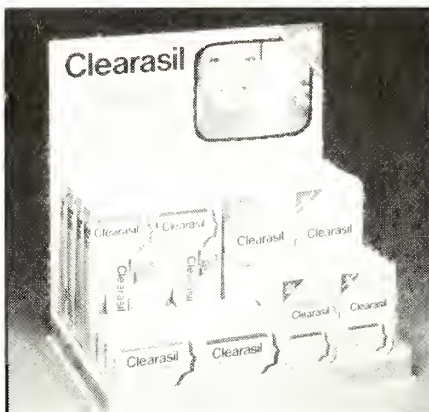
The Nudit depilatory creams and cream deodorant are being re-launched with improved product formulations and new packaging.

The range consists of cream hair removers — for the face (30ml, £3.75), and for the legs and body (75ml, £4.25) — and a gentle cream deodorant (50ml, £4.25).

The facial hair remover now has a mild formulation says the company, and is ideal for other areas where the skin is sensitive. The legs and body depilatory cream, by contrast, will cope with stronger hair.

The deodorant, presented in a lightweight tube, acts both as deodorant and antiperspirant. It contains no alcohol and is so gentle that it may be applied to skin immediately after using a cream depilatory — without risk of irritation, say Rubinstein.

All products are presented in white



Holding all five Clearasil products, this display unit measuring only 12x9in, will both save space and create awareness at POS. *Richardson Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20*

packs, highlighted with silver and blue. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

Matey at Easter

A two-week national television campaign, breaking April 9, is to support Matey over the Easter period. The campaign will feature Matey, Miss Matey and a new robot character M8E. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.*

Kalms in the national Press

Kalms tablets are to be advertised in the national Press. Most national newspapers will be used, including the *Daily Mail*, *Daily Mirror*, *Daily Express*, *Telegraph*, *Sunday Mirror*, *Sunday People*, *Mail on Sunday*, and the *Scottish Sunday Mail*. The campaign will run throughout the year. *G. R. Lane, Sisson Road, Gloucester.*

De Witt gain

De Witt International will be responsible for marketing and distribution of Gallia baby foods from February 13.

Gallia's advisory service dealing with mothers' and medical inquiries continues to be operated by Christine Kent from Grafton Way, London (tel 01-387 2838). *De Witt International Ltd, Seymour Road, London.*

good



existing stockists of Pharmaton, in addition to regular promotional campaigns.

To help you draw your customers' attention to Pharmaton Capsules, a range P.O.S. has been developed to cater for our own in-store requirements. Later on this year a highly original in-store device will be presented to committed chemists who continue to support this unique product. We also have a developing programme of innovative display devices which will be introduced throughout the year.

The Pharmaton Formula

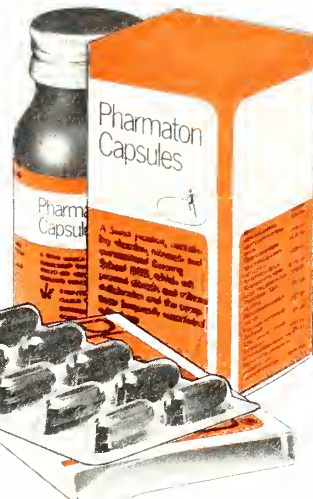
Each Pharmaton Capsule contains the active ingredients, G115 — the world's first standardised Ginseng extract, combined with various vitamins and minerals.

As a 'P' licensed product Pharmaton Capsules are **ONLY AVAILABLE IN CHEMISTS** and as such are an exclusive source of profit for you in this healthy market.

So make sure you stock Pharmaton — it could do a lot of **good for you** ... and your customers.

Available from Wholesalers.

Sole Distributors: Pharmagen Ltd., 0928 712918



PHARMATON® and "G115" are trademarks of Pharmaton S.A., Lugano, Switzerland

Six million? We know from Doctors that there are at least two million sufferers but for everyone who sees their G.P., there must be two who don't.

They try to cope as best they can with what they can find.

Now Robinsons of Chesterfield help solve their problem with their new range of

incontinence products, called Inco Care, recommended by hospitals and health care teams and packaged for easy recognition but minimum embarrassment.

So, in stocking Robinsons' new Inco Care range you will provide yourself with a source of regular customers and help for six million incontinence sufferers.

This is what 6m incontinence sufferers haven't been asking for.

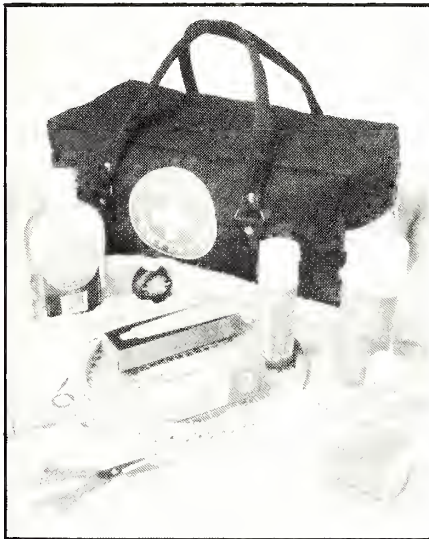
Robinsons of Chesterfield 



First aid kit from Savlon

The Savlon sportsystems bag (£28.50) contains a range of Savlon first aid products for the treatment of sports injuries.

Cylindrical in shape, the navy blue bag is 15in long. Made of waterproof canvas material it has a double stitched-canvas handle and metal rings on the sides for a



shoulder strap. Each kit has a name and address tag featuring the Savlon sportsystems logo.

A mint flavoured lipcare product has also been added to the Savlon range (£0.45) and the 600ml bottle of antiseptic disinfectant liquid, launched last year, will again be available for a limited period in the Spring. *Care Laboratories, Badminton Court, Amersham, Bucks.*

Birthday bonus

To mark the first anniversary of the launch of Aapri apricot facial scrub onto the UK market, Gillette are introducing a 16ml trial size tube (£0.55).

In all 400,000 flashed packs will be available in counter-top merchandisers. Each holds 24 units, and comes with a colour header card.

A second promotion involves a free cosmetic bag on redemption of either two 50ml or one 100ml Aapri carton backs plus till receipts.

The cosmetic bag features the Aapri logo and has a drawstring top. It will be available from March through to the end of May. *Gillette (UK) Ltd, Great West Road, Isleworth, Middx.*

Chemist & Druggist 11 February 1984



Ever Ready are introducing new livery for the power plus range of batteries — a red panel on black background, with a silver trim to eliminate any confusion with gold seal alkaline batteries. *Ever Ready Ltd, Berec House, 1255 High Road, Whetstone, London N20 0EJ*

Towels offer

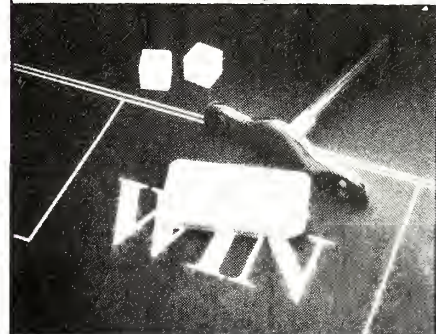
Two full-size sanpro towels are to be introduced into the Larissa Ann range in March. Available in 10s the towels, regular and super, (both £0.39) will carry a launch offer of two towels free. Larissa Ann also supply own-label products. *Larissa Ann Cosmetics Ltd, 1 Willis Way, Fleets Industrial Estate, Poole, Dorset BH15 3SS.*

Agfa discounts

Agfa are offering discounts on negative, reversal and super 8 film and on three cameras. Orders must be placed with representatives before February 24.

The cameras are the 110 format mini and the 35mms, the Compact and Isoly. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middx TW8 9AX.*

National television is to head a £1m advertising spend for Hermesetas Gold. Commencing March the campaign runs for three months on ITV, Channel 4 and TV-am. Backing up the television push is a women's Press campaign which breaks in April and runs throughout the year. The Sweetex Plus story last week (Counterpoints p214) may have misled readers that Hermesetas Gold retails at £0.89 for a 100 tablet dispenser. This is in fact the price for the 200 tablet pack. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*



Fems savings and radio push

A national radio advertising campaign and a price promotion are to support Kotex Fems throughout February and March. For the first time, national local radio will be used to advertise Fems with emphasis on the special-price packs. In all, savings averaging 30 per cent on the standard price will be available. Fems regular will be priced £0.29 for 10s and £0.55 for 20s; super at £0.33 and £0.62 for 20s and super plus at £0.36 and £0.69 for 20s. Pack fronts will be price marked and trade margins will be maintained. The radio campaign comprises 20 weekly spots on each station.

A pre-priced promotion on Kotex Brevia will also run during March. Packs of 10 will be available for £0.32 and packs of 30 for £0.89 — savings of around 5p and 15p respectively. Again, trade margins are maintained. *Kimberly-Clark, Larkfield, nr Maidstone, Kent.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Albion soap:	Ln,M,A
Algipan:	M,U
Anadin:	All areas
Arrid for Men:	So, C4
Biactol:	All except G,WW
Cabdrivers cough linctus:	M,Y
Coldcare:	All areas
Crookes One-a-day:	All except CI
Complan:	All except A,M,E,CI
Farley's rusks:	All areas
Glints:	So, Ln, C4
Hedex:	All areas
Infia-care:	All areas
Karvol capsules:	All areas
Milton fluid:	All areas
Night of Ulay:	Ln
Nurofen:	All except CI
Oil of Ulay:	Lc,Y,Sc,WW,NE,A,We
Oz kettle descaler & bath cleaner:	Ln,So,A
Paddi Cosifits:	All areas
Peaudouce:	C4 (Sc)
Ralgex:	M,Lc,Sc
Redoxon multi-vitamins:	Lc,Sc,So
Sanatogen:	All areas
Strepsils:	All areas
Simple soap & skincare:	M,A,U,Bt,C4(Ln)
Sinutab:	All areas
Supersoft Once:	All areas
Tixylx:	All except U,CI
Tramil:	Lc,So,A
Vaseline intensive care:	Bt

Chipping in a bit too late

Aldershot pharmacist Malcolm Cooper was hoping to provide benefits for the whole family when he bought his first home computer. But his first masterpiece arrived too late to help his wife.



When I acquired my home computer several months ago it was for the benefit of the whole family, or so I tried to convince everyone — for me to try to understand the new language and simple programming and for my wife and children to grow up with the new technology. Yes, my children did enjoy playing Space Invaders and other games, and even the pet cat has pawed the odd key, but it was I that hogged

the keyboard, interrupted the television programmes and made my wife a "computer widow".

As time went on, I felt that I had to convince my wife of the serious benefits of the machine. At the same time, a fellow pharmacist corresponding through the pharmaceutical Press was kind enough to offer programs on labelling and payrolls. As my wife produces a payroll for a small local firm, with thirty part-time employees, I thought that a computerised payroll would impress, but alas, the memory on my machine was insufficient.

However, it was not the deduction of taxes and NI contributions which my wife found time consuming, but the preparation of a coin analysis sheet (where one calculates the breakdown of cash requirements, ie £5 notes, £1 notes, 50p coins etc, to make up the wage envelopes). At last, a challenge to produce a real program of value!

It took several disjointed evenings, with one ear to the family, one eye on the television screen and the other eye

```

10 REM LISTING FOR THE
SINGULAR SPECTRUM (16 OF 48K)
20 REM XXXXXXXXXXXX
30 DOKE 00000,00
40 FOR N=1 TO 5
50 INK 3: PRINT AT 5+N,5;"0000"
60 GOTO 100
70 NEXT N
80 DOUSE 100: CLR
90 INK 0: INPUT "Enter number
of employees";N
100 PRINT AT 0,0;"Enter nett wage
when the screen clears and on
the next figure when column
5 is reached"
110 DOUSE 000: CLR
115 LET t=0: LET b=0: LET c=
0: LET d=0: LET e=0: LET f=0:
LET g=0: LET h=0
120 FOR M=1 TO 5
130 INPUT "Employee nett wage
";W
135 LET t=t+W
140 LET b=b/W
145 LET c=c+INT b
150 LET d=INT b*B
155 LET e=t+INT c
160 IF c=0 THEN LET f=0
165 IF c=0 THEN LET g=0
170 IF c=0 THEN LET h=0
175 IF c=0 THEN LET d=0: GO TO
4000
180 LET f=f-INT c
185 IF f=0 THEN LET d=0
190 IF f=0 THEN LET e=0
195 IF f=0 THEN LET g=0
200 IF f=0 THEN LET h=0: GO TO
4000
205 IF t<.5 THEN LET d=0
210 IF t>.5 THEN LET d=1
215 IF t=.5 THEN LET d=1 AND IN
T e=0 AND f=0 AND g=0 AND h=0: G
O TO 4000
220 IF t<.5 THEN LET e=(t*10)+.
00001
230 IF t>.5 THEN LET e=(t*10)-4
.000009
240 IF t=INT e/10 THEN GO TO
1000
250 IF d=1 THEN LET y=e-INT e
260 IF d=0 THEN LET y=e-INT e
270 IF y<.5 THEN LET f=0
280 IF y>.5 THEN LET f=1
290 IF y<.5 THEN LET z=(y*10)+.
000001
300 IF y>.5 THEN LET z=(y*10-5)
+.0000001
310 IF INT z=0 THEN LET s=0
320 IF INT z=0 THEN LET g=0
330 IF INT z=1 THEN LET s=1
340 IF INT z=1 THEN LET g=0
350 IF INT z=2 THEN LET s=0
360 IF INT z=2 THEN LET g=1
370 IF INT z=3 THEN LET s=1
380 IF INT z=3 THEN LET g=1
390 IF INT z=4 THEN LET s=0
400 LET t=t+d
410 LET b=b+INT b
420 LET c=c+f
430 LET d=d+g
440 LET e=e+h
450 PRINT: INK 4;"Wages" 25
M1 DOUSE 100: DO 10
460 IF LEN STR$ b<=1 THEN PRINT
"b:";"0:";"INT b:";"IN
T c:";"d:";"INT d:";"f:"
470 IF LEN STR$ s=2 THEN PRINT
"b:";"0:";"INT b:";"INT c
"0:";"d:";"INT d:";"f:"
480 IF LEN STR$ s=3 THEN PRINT

```



```
"P" 5000 "INT B/" "INT C/"
" 5000 "INT B/" "INT C/"
4994 IF LEN STR$ B/=4 THEN PRINT
" 5000 "INT B/" "INT C/"
" 5000 "INT B/" "INT C/"
4995 PRINT "
```

```
4998 NEXT M
5000 PRINT "E";TB;"=total nett w
5005 "
5010 PRINT TAB 0;TB;"=total £5"
5020 PRINT TAB 0;TB;"=total £1"
5030 PRINT TAB 0;TB;"=total 50p"
5040 PRINT TAB 0;TB;"=total 10p"
5050 PRINT TAB 0;TB;"=total 5p"
5060 PRINT TAB 0;TB;"=total 2p"
5070 PRINT TAB 0;TB;"=total 1p"
5080 STOP
```

Wages	£5	£1	50p	10p	5p	2p	1p
£24.75	5	4	1	2	1	1	1

Wages	£5	£1	50p	10p	5p	2p	1p
£25	5	0	0	0	0	0	0

Wages	£5	£1	50p	10p	5p	2p	1p
£12.75	2	2	1	2	1	0	0

Wages	£5	£1	50p	10p	5p	2p	1p
£45.00	5	0	1	4	1	2	0

```
£112.52=total nett wages
25=total £5
5=total £1
0=total 50p
0=total 10p
0=total 5p
0=total 2p
1=total 1p
```

constantly referring to the great tome (reference manual) supplied by the computer manufacturer, before I decided that I had achieved my working program. In fact, I completed the task well past midnight, long after my wife had retired to bed. Dashing off to work the following day, I was not able to tell her of my great achievement until the following evening. So at last I announced a true time saver for the benefit of mankind (my wife) only to be informed that the firm had on that day decided to pay their employees by cheque!

So for the interest of the rest of mankind (my fellow pharmacists) I enclose the program listing and a simple "dump" (note the language!). I am sure a trained programmer would say that it is badly written, but it was my first program and it does appear to work.

The program is in Basic (apart from line 30, which produces a keyboard bleep and can be omitted) for a Sinclair Spectrum (16 or 48K), but could be easily converted for other models. The coin analysis can be used for any number of employees, the instructions being displayed when the program is run. No higher denomination than £5 was used.

Have you a program you would like to see published? If so see p306 — also for editors comments.



gallia
baby food

From **13th February 1984** the range of Gallia baby foods will be distributed by

De Witt International Ltd
Seymour Road, London E10 7LX

Please place orders with your De Witt representative or contact our sales office on **01-539 3334**.

Tax procedures for casual staff

Retailers must make more use of casual workers than almost any other type of employer. Yet how many shop-owners fully understand the tax implications of using these staff?

Whatever the case may be, it is important that employers follow the necessary tax procedures, even if the employee earns less than the minimum amount to bring them within the tax net.

If not, on a check by the Inland Revenue, the employer might be called to pay tax on the amount paid over to the casual worker — even though tax might not have been due from the employee.

What has to be done?

If the amount of pay given to the casual

or part-time worker is below the PAYE threshold, then all that is necessary is to record the name and address of the employee and the amount paid over.

If pay is above the threshold, and no P45 is produced (as is normally the case), then employers should prepare a deductions working sheet, enter the emergency code and deduct tax on that basis. If the employer knows that the employee is employed elsewhere he should enter 'BR' instead of the emergency code and deduct tax at the basic rate.

Similarly, the deductions working sheet should be used for recording National Insurance contributions.

If the employee is taken on for more than a week treat him as you would a new employee. Ask employees in any case to complete a P46. If there is any doubt as to how you should act or what procedures to follow, contact your Inland Revenue office.

Employee conditions

An employee recently took his employer to an industrial tribunal to claim compensation for unfair dismissal. The employee, when taken on, was told his working week would be Monday to Friday plus occasional compulsory overtime.

The employer came to the employee and told him that in future he would be required to work alternative Saturdays with a day off in lieu the following week.

The employee said that this was not convenient, and was dismissed. The tribunal held the dismissal was unfair and awarded the employee compensation. Why was this and how do employer's stand when they wish to change terms of employment?

There are many occasions where it may be necessary to change an employee's working conditions. The change may concern pay, overtime arrangements or even times of lunch breaks.

In most cases, agreement can be reached between the employer and the employee and there is no problem. The changes agreed become part of the employee's conditions of employment.

However, if the employee refuses, there are then a number of questions the

employer must ask himself in the light of various tribunal decisions.

The first question to ask is whether the changes are allowed by the employee's conditions? If for example, in the above case, it had been stated that the working week could be changed by appropriate notice being given then it would be held to be quite fair to dismiss the employee if he refused to comply.

The next question concerns whether the change is reasonable as far as the business and the individual are concerned. If the change is vital, and does not impose an unreasonable burden on the employee, then a change which is not complied with need not mean that the employer has acted unfairly.

However, in these cases, the employer is expected to consult the employee concerned and not just unilaterally make a change. It was this that led to the dismissal being unfair in the case mentioned above. Allowance must be made for the personal circumstances of the employee.

A tribunal could well say that, although changes were necessary for the health of the business, certain employees could easily be exempted for good personal reasons.

It will be thus seen that if an employer does wish to make a change he should proceed with care before trying to impose that change. Otherwise he could be in some difficulty.

Business rent reviews

If you hold your business premises on a lease it is highly likely that you have a rent review clause written into the lease.

Depending on the original duration of the lease, the clause will provide for a rent review to take place after a number of years from date of commencement. The period may be three, five or seven years, depending on market conditions when you originally took over the premises.

If premises were hard to come by at that time, then you will find the rent review period quite short. If there was a slump in the property market, then you may have been able to negotiate a longer gap between reviews.

The difficulty is that "rent review" normally means rent increase. Unless specific sums are set out in the lease, you could receive a demand for a rental that would be high enough to drive you out of business.

Have you any protection against this kind of demand?

Unless the lease itself contains provisions for some form of arbitration in the event of disagreement, the general law on the relationships between business landlords and tenants does not help much.

However, most business leases state that — in the event of disagreement — an arbitrator appointed by the Royal Institute of Chartered Surveyors can be called to settle the matter.

If you are running into difficulty with your landlord, it would be best to call in a qualified surveyor to represent you, since what would be an appropriate rent for business premises at a given time can depend on so many factors. You will want the specialised arguments to be put as forcefully as possible on your behalf.

However, once the new rent is fixed, you could still be in difficulty if your finances cannot carry the higher rent.

Even if you decide to give up the premises, you could still be liable for the rent until the date the lease comes to an end.

In such circumstances, you may try to assign the lease, if you can find yourself another tenant. Otherwise, you will have to come to some accommodation with the landlord about the whole legal position. Unfortunately, this could well involve you in legal expenses.

The only consolation is that by far the majority of rent review problems are settled by negotiation. But you would be advised to seek professional advice well before the "break date" comes up.

More **Points of Law** on p272.

Chemist & Druggist 11 February 1984

NEWSFLASH

NUMARK CHEMIST

NATIONAL ADVERTISING ON TV-AM.

GREAT NEWS FOR NUMARK CHEMISTS

Starting on Monday, February 13th, a new national television campaign will be going out on TV-am's Good Morning Britain.

HIGH IMPACT 20-SECOND COMMERCIALS

Using the latest video "flip and stretch" techniques and a catchy jingle, the new commercial strongly promotes Numark Chemists' value for money.

SEEN BY 3 MILLION HOUSEWIVES

Screened at just the right time to catch them before they go shopping.

FIRST SPOTS ON MONDAY, FEBRUARY 13th

The first spots are on Monday, February 13th at 7.55 and 8.10am. Be sure to watch. A further 18 spots between 7.55 and 9.07am over the next ten days will maintain the momentum, and boost sales and profits for Numark Chemists.

For further information contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts. Tel: 0985 215555.

More **Points of Law** on p270.

Job release

The Department of Employment has renewed its publicity on the Job Release Scheme, and employers are being asked to co-operate. Under the scheme, certain employees can be released from their jobs before the state retirement age and get a weekly allowance from the Government.

This will be on the condition that for each employee so released, the employer recruits someone who is unemployed.

Your current employees who can participate in the scheme fall into three categories: men aged 64 and women aged 59; men aged 62 and 63; and disabled men aged 60 and 61. Different rates of benefit apply in each case.

The person concerned will not suffer any loss of state retirement pension, since the Government will pay the person's National Insurance contribution until the normal retiring age.

The scheme can only operate between

you and your employee on the basis of agreement. You may refill the vacancy created with someone who is unemployed. Alternatively, the vacancy may be filled by someone else already in your employment — providing *their* job is given to someone unemployed.

The unemployed worker to be recruited must be from the unemployment register, a person in the Training Opportunities Scheme, someone on an Employment Rehabilitation Course, a person declared redundant, unemployed Youth Trainee or school/college leaver. Applications can be considered up to six months in advance. Further details from a Job Centre or your nearest employment office.

Staff welfare

Because visits from health and safety officers are extremely rare, it is easy to neglect the legal requirements relating to employees in

offices, shops and factories.

These requirements are laid down in the Offices, Shops and Railway Premises Acts and in the Factories Acts. The rules for factories are similar to those for offices and shops, and as far as the latter premises are concerned a series of requirements can result in a fine if not met.

The most important of these which are checked by the inspector concern washing facilities, drinking water supplies and facilities for staff to sit if the work allows this. Hot and cold water, soap, and clean towel facilities (either individual towels or on a roll) must be available, and the washing area must be properly lit. A scale of provision is laid down listing staff per washbasin: from five to one basin to 51-75 staff to four. Above this add one basin for 25 staff.

Drinking water must be provided together with cups or disposable containers. There is a specific provision for shops which states that where staff can sit down the minimum provision must be at least one seat for three people.

SUNSET

SELF TANNING CREAM

Makes 'Bare Legs'

The message 8 million women will be getting through these national magazines from mid March 1984.

OPTIONS • LOOK NOW • ^{SUCCESSFUL} SLIMMING
COSMOPOLITAN • WOMAN'S WORLD

Don't wait to be asked before you order — check out the Sunset deal **NOW**.

Retail Price

£2.99 "A perfect replacement for those discarded tights"



Distributed in the U.K.
by De-Witt International
Limited, London E10

100 ml tube



"Yes £500,000! That's how much Numark are spending on national advertising this year and I'm making sure that it works for me.

"£500,000 worth of advertising is working for me."

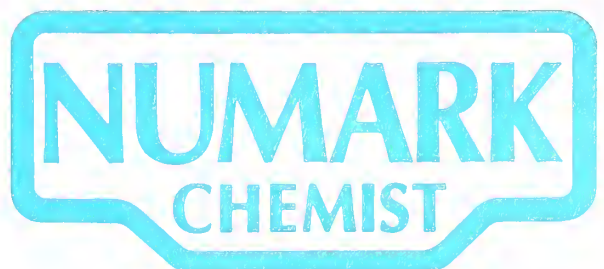


David Forbes, M.P.S, Banchory, Kincardineshire.

Numark national advertising is regularly seen by 11,000,000 housewives, amongst them many potential new customers as well as my regulars. My Numark shop identification material links me with this national advertising so customers know that they can always buy top brands at highly competitive prices.

No other Chemist group provides this kind of advertising support and ten years of regular advertising has certainly helped my business."

For further information, contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts BA12 9JU. Tel: 0985 215555.



Ten years of independent success

Say it in the window

A range of window display materials made in self cling plastic is being marketed by Propmand Ltd.



The letters are die cut, re-usable and washable, windows can be cleaned without removing the display and it is long-lasting,

says the company. "Alphabet" kits of letters are available in 3, 4½, 6 and 12 in sizes in a variety of type faces — colours are in dayglow red or yellow, white, and red or blue with a white border.

Prices range from £49.50 for the 3in kit to £199.50 (ex VAT) for the 12 in kit. Additional letters are available if required. Banding in red, blue or brown with rounded corners, and sale banding strips in dayglow red can also be supplied. Catalogue or mail order from Propmand Ltd, PO Box 18, London WC1X 0JD.

Huega beam in

A system for cutting logos and signs into carpet tiles using a laser has been announced by Huega.

The Laser Logo avoids the problems with printed tiles, where the choice of base materials and colour is restricted, and there is a high price premium for small quantities, say Huega. The laser technique allows accurate cutting, leaves a neat edge, and there is an economic advantage for short

runs and one-offs, says the company.

Logos can be cut from one tile up to a size of 3 x 2m. A discount price is offered for any carpet tile order over 125sq m. A sample pack is available from Huega UK Ltd, 1 Oxford Road, Aylesbury, Bucks HP19 3EP.



A range of low cost electronic cash registers in the medium to heavy duty class — the 801-4 series — are available from Geller. The machines can be supplied from stock, prices ranging from £319 to £419 (ex VAT). Geller Business Machines, Automation House, The Runway, South Ruislip, Middlesex HA4 6QT.

Add Balance to your business.



Are you stocking the product which appeals to your health-conscious customers, your diabetic customers, your slimming customers, your most active customers?

New "Balance Snack Bar" is for all your customers. "Balance Snack Bar" is a nutritionally balanced combination of carbohydrate, protein, fat and dietary fibre, and also contains a special substance, called guar gum.

Guar gum is a natural substance extracted from an Indian plant and has the property of prolonging the period of absorption of sugar from food, so that it becomes available to the body slowly and steadily. This is vitally important to your diabetic customers, but slimmers or people who are too busy to eat regularly may also benefit from minimising fluctuating sugar levels and appreciate a carefully measured and satisfying snack (in the case of slimmers, as part of their calorie-controlled diet of course).

And all your customers will know the importance of including dietary fibre in their diets, and be pleased that "Balance Snack Bar" has 6.7% of fibre in each 20g bar.

"Balance Snack Bar" is made by Remeda, a highly respected Finnish company. It is formulated in accordance with the most up-to-date thinking on diabetic dietary needs, but is equally suitable for your non-diabetic customers. Remeda have extensively researched, developed and tested "Balance Snack Bar", and it is made from the highest quality raw materials, under strict production quality control.

"Balance Snack Bar" contains 73 calories per 20g bar (with two bars in the pack) with the tastiness of raisins, apple, rice crispies, roasted hazelnuts and a low-fat chocolate coating. "Balance Snack Bar" is right for today's lifestyles, right for your customers, and right for you.

New "Balance Snack Bar" is being launched with magazine advertising and P.R. support, and there are window posters and stickers for your shop.

Ring the exclusive distributors of "Balance Snack Bar", Brewhurst Healthfoods Supplies, on Byfleet 44402 (or telex 929839), ask about the introductory offer on "Balance Snack Bars" and add balance to your business today.



U100

The people who make the metal and glass syringes on which you have depended for years and years and years, offer single-use syringes and needles of quality made for **Rand Rocket** by


Precision and performance

TERUMO

which bring:

- LESS PAIN
- MORE COMFORT
- EASE OF USE
- INDIVIDUAL STERILITY

Why Less Pain and More Comfort?

Because the thin wall needle made from special siliconised stainless steel is perfectly sharpened to a geometric point design, which ensures that every **TERUMO**  needle penetrates the skin smoothly and effortlessly almost without resistance.



TERUMO Pain Profile



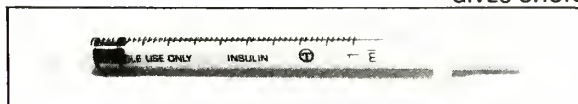
Other Needles Pain Profile

SURETY OF INDIVIDUAL SYRINGE AND NEEDLE STERILITY: because each **TERUMO** syringe and needle (inside and outside) remains securely sterile in its transparent, supple, highly resistant polyester ribbon pack, which is impervious to humidity, mould, bacteria and other factors

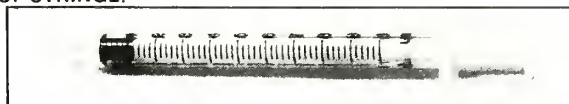
TERUMO needles and syringes are sterilized by ethylene-oxide gas and tested to ensure against pyrogenicity and toxicity

COLOUR CODING: All **TERUMO** needles and needle/syringe combinations are colour coded according to international standards (I.S.O.) for ease and surety of identification control

GIVES CHOICE OF SYRINGE.



Conventional single-use syringe with detachable needle.



Single-use syringe with embedded needle means greater convenience and no deadspace

Please clip the coupon opposite and send to —



by **Rand Rocket** Sharps Way,
Hitchin, Herts, England SG4 0JA.
Telephone: 0462 58871 Telex 82482

TERUMO CORPORATION BRUSSELS BRANCH BELGIUM
TERUMO EUROPE N.V. BELGIUM

PLEASE SEND ME FURTHER DETAILS AND ALSO A SAMPLE OF THE

(**ABCare**) U100 DISPOSABLE SYRINGE 3673

1ml INSULIN + 27G x 1/2" EMBEDDED

NAME

ADDRESS

..... CD 5

**The man who's read
now one of the top**

who hasn't.



sed Aquafresh 3 is four toothpastes.



If you've realised Aquafresh 3 is now a big brand, and ordered more, you can afford to smile.

If you've underestimated our strength in the toothpaste market chances are you haven't ordered enough.

You see, Aquafresh 3 is now the fastest growing toothpaste in the country.

It's also one of the top four selling brands, sales having doubled since the start of the year.

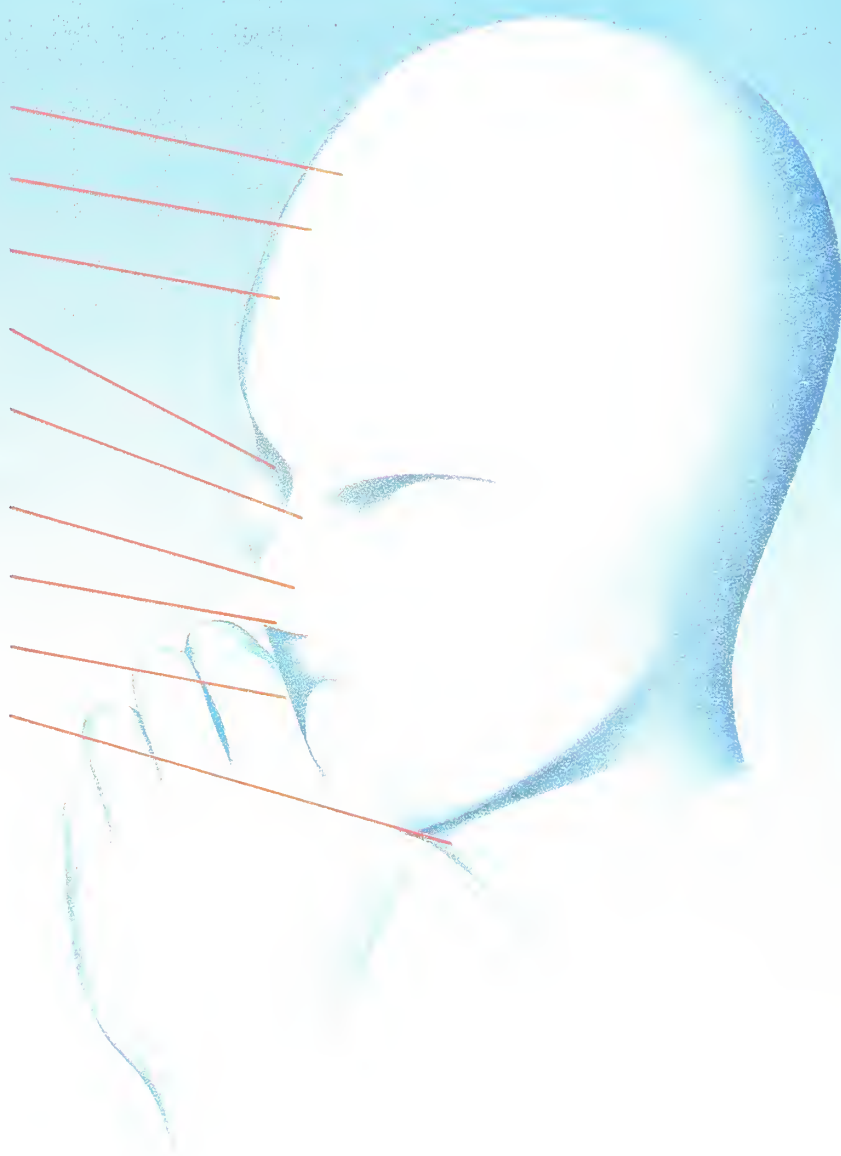
And there's more promotional and TV support coming soon.

If you're looking at Aquafresh 3 the wrong way, simply order and display more, and you're laughing.

Aquafresh 3. The fastest growing toothpaste in the market.

The man

Fever
Headache
Aches and pains
Watery eyes
Nasal and
sinus congestion
Sneezing
Runny nose
Cough
Sore throat



A unique package of symptoms demands a unique package of relief

New Comtrex is a breakthrough from Bristol-Myers, one of the world's top ten pharmaceutical companies.

Comtrex is formulated to relieve all the major symptoms of coughs and colds and will receive full television advertising support.

Comtrex contains paracetamol to reduce headache, pain and fever, phenylpropanolamine HCl to clear sinuses and nasal passages and chlorpheniramine maleate which relieves sneezing and a runny nose with minimal sedative and gastro-intestinal side-effects.

With the highly effective antitussive, dextromethorphan HBr (selected as an alternative to codeine to reduce the risk of sedation), the Comtrex tablet adds up to a unique package of daytime relief. But Comtrex is also available in capsule and liquid form to suit your customers' needs at any time - day or night.



NEW
COMTREX*



BRISTOL-MYERS PHARMACARE*

Employee theft: a case for treatment?



Many retailers take staff honesty for granted, particularly where long-serving employees are concerned. Frank Pegg, chief executive at Volumatic, warns of the dangers of complacency:

Being trusted, long-serving employees may well be in a better position to steal than anyone else. They will be well aware of any weaknesses in the store's security procedures, and have had regular opportunity to collude with dishonest delivery drivers or customers.

It may take just a single temptation to start the process. Perhaps a member of your staff has "borrowed" £5 to tide them over the weekend, and your cash control has failed to pick this up.



Have you just employed this man? Careful reference checking helps to avoid problems later.

It is therefore essential that the retailer take great care over choice of staff and sets up the necessary controls to encourage continued honesty.

Proper personnel screening and selection must include detailed checking of employment references, and perhaps investigation of the would-be employee's credit record. All interviews should include an explanation of the particular shop's security policy, a point all too often ignored

Personal character should also be considered.

Job applicants cannot quickly be judged by outward appearance. Their personality and appearance may be striking, but the individual nevertheless a thief. Remember you will pay for any hiring mistake for months — perhaps years — to come. In this connection, there is no more important security measure than a conscientious reference check on every prospective employee.

You may wish to include in your employment terms a "search clause" giving you the right to search workers before they leave the premises. This clause should be pointed out to the employee before the contract is signed. It is, in itself, a tremendous deterrent against employee theft.

Next step is to organise training for the new employee. Putting the emphasis on security at this early stage will help to set the right tone for the future.

Obviously, the shop owner must lead his staff by example. There must be no "double standard" of moral conduct. If staff see a manager or employer in the smallest dishonest act they will be encouraged to follow suit. Security rules must apply to everyone.

It has been suggested that one reason employees steal is to "get back" at an employer they see as unfair or uncaring.

Employers at all levels must therefore treat employees with respect and courtesy.



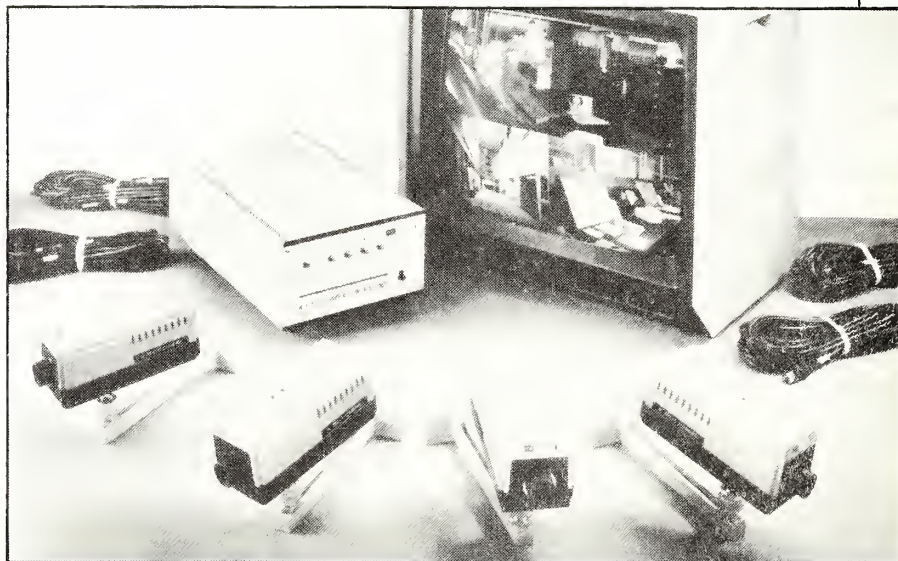
□ Frank Pegg will deliver an address at the Retail Europe '84 conference in Amsterdam on February 29. He will examine the increasing sophistication of retail security systems, with a particular look at the developing use of micro-processors.

Check that staff rest rooms are clean and comfortable, perhaps with lockers for personal possessions. If you supply uniforms, see they are kept freshly-laundered. (Remember, also, to select overalls with no outside pockets, preferably zipped rather than buttoned).

Once you have set security rules, enforce them rigidly. Loosely administered or ignored regulations are worse than none at all.

Good staff can be your eyes and ears as far as store security is concerned, so providing the key to increased profitability. Badly-trained or casually-selected employees will have the opposite effect.

A splitting unit like this one allows you to display four different pictures simultaneously on the same screen.



Boxing Day burglary in Sussex

Where were you last Boxing Night? A certain Sussex pharmacist who

spoke to C&D was out partying with friends. Meanwhile, someone was burgling his shop.

"They broke in through a rear window" he explains. "It was protected by six vertical bars on the inside, but the thieves managed to remove one of these with a saw or file."

"We invested in a new controlled drugs cabinet fairly recently. Fortunately though, we kept the old one in its original position on the wall. There's a desk directly beneath, and it's only if you know to peer under there

that you notice the genuine article.

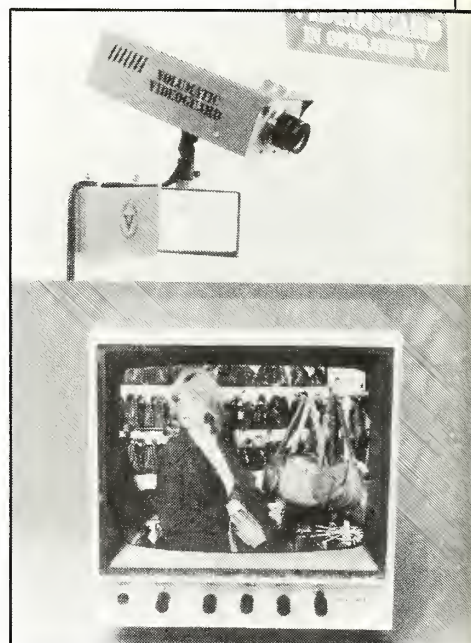
"Luckily, they didn't think of that. They simply levered open our "decoy" cabinet, found it empty and looked no further.

"I was surprised to find they hadn't disturbed the rest of the dispensary. They clearly didn't realise the potential black-market value of the stock on the shelves there.

"The safe contained cash at the time, but there was no evidence that they'd tried to break it open. It's a pretty hefty job, so perhaps the appearance alone was enough to put them off. We also keep a small float of petty cash, not under lock and key, and that was stolen. In terms of cash, their only other loot was the blind box by the till.

"In the shop itself, they stole perfumes and cameras. Again, I was surprised at the items they picked, as they could have taken much pricier stuff.

"With the perfumes, for example, they



Just the sight of a CCTV camera can act as an important deterrent to the shoplifter.

made no attempt to concentrate on agency-style lines, but seemed to take anything and everything. All this makes me think they must have been amateur thieves, perhaps opportunists."

The alarm was raised in the early hours of the morning, by a neighbour who noticed the broken window. The police were called and, on finding our intrepid shop manager unavailable, contacted the owner. He had no keys, and so was able only to squint through the broken window, ascertain there was no major damage inside, and arrange for the hole to be boarded up.

With the busy Christmas period just over, it initially proved difficult to see exactly what was missing.

"Our first day of opening after the break-in saw us involved in all the usual chaos of stocktaking, further complicated by the presence of four policemen and a couple of workers repairing the window

BANHAM

COMPLETE BURGLARY PREVENTION SPECIALISTS

*Security Locks — Grilles — Gates
— Safes — Alarms — Door Porter
Systems — Car Locks/Alarms
Supplied and Expertly Fitted
24 hour fitting and emergency
lockout service*

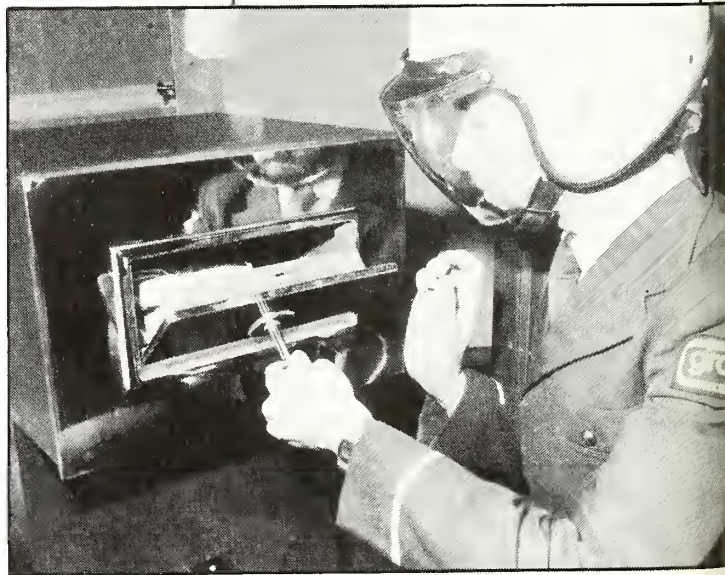
*Surveys and estimates without
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London W8 6SF. 01-937 4311/385 3322

**LOCAL REPRESENTATIVES
IN MOST AREAS**



Group 4's Cashport, introduced late last year, aims to bring secure cash collection within the financial reach of the independent retailer.

OSTOMISTS FEEL MORE COMFORTABLE WITH US



Coloplast cares for the needs of all your ostomy customers.

That's why mc2000, our advanced range of stoma appliances, is one of the fastest-growing leading brands.

This means more and more

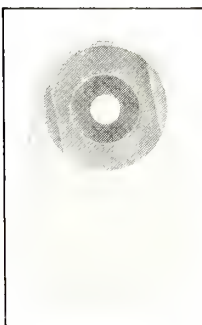
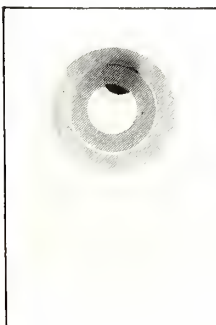
people are experiencing the unique mc2000 combination of excellent security, flexibility and comfort.

At Coloplast, we've over 25 years of experience in developing ostomy aids. We understand the

problems that ostomists face and provide a full service to help make life easier all round. Send this coupon for further details.

mc2000

COLOPLAST LTD



Please tick as required

I would like to receive information on ordering/supplies. ☐

I would like advice on organisations/individuals who can help my ostomy customers. ☐

I would like free copies of your booklets entitled "Back on Your Feet Again" to give to my ostomy customers, which provide a practical and positive guide for colostomists ☐ and ileostomists. ☐

Name

Pharmacy Address

Date

Coloplast Limited, FREEPOST, Bridge House, Orchard Lane, Huntingdon, Cambs. PE18 6BR.

FOUND TO BE MORE EFFECTIVE & PROFITABLE THAN A 15 MINUTE SOAK.



In 1984 Dentu-Creme will receive its strongest ever advertising campaign with two bursts of TV support.

And the story we'll be telling denture wearers will be the advantages of brushing over soaking.

The same TV advertisement in 1983 brought record sales for the brand and with

double the support in 1984 there's even more reason to make sure you're well stocked with Dentu-Creme.

That's the best way to soak up the profits.

See your Stafford-Miller representative for special details of the major promotional programme.



The Number One toothpaste exclusively for dentures.

STAFFORD-MILLER: THE FIRST NAME IN DENTURE CARE.

damage. Naturally, we served bravely on."

"The police fingerprinted the place and took a sample of the bar which had been sawed through. If there hadn't been anything stolen, the case would have gone down as simple damage to property. But, as we later found things were missing, it became a case of theft, which, I think, means the police tend to take a more active interest." So far, nothing more has been heard.

"I was eventually able to put the value of goods taken at around £150. This is the first break-in we've had at this site since I came here two-and-a-half years ago, so I think we've been relatively lucky."

Since the burglary, additional precautions have been taken at the store. Replacement vertical bars in the offending window have been reinforced with horizontal ones, and the staffroom door between there and the dispensary provided with a lock. Apart from petty cash, no money is now left on the premises overnight.

Just two weeks after the break-in a nearby bakery, which is forced to begin operations at 1.30am, reported hearing strange noises, apparently from within the pharmacy.

The police were called, complete with dogs, and our hero once again roused from his bed. This time, it turned out to be a false alarm, but you can't be too careful!



Stealing with a "booster box" — an empty carton made up to look like a package, but with a slit through which stolen goods can be inserted

245 being drug-related.

PMI manager John Heart credits this improvement to a more security-conscious approach from the pharmacist.

"There certainly seems to have been a tightening-up procedure over the past ten years, particularly where burglar alarms are concerned" he says.

"Some of the most popular targets for the thief are not controlled drugs, but the shop's stock of cosmetics and toiletries, which are readily disposable on street corners, market stalls, or even in the local pub.

"It's impossible to generalise on different methods of entry, although the most vulnerable area in any shop is obviously the frontage. But they come in all ways: through the roof, from the rear or via residential accommodation.

"Some older premises may still have a shared loft running the entire length of a terrace. In these cases, all it takes is one derelict or empty building in the row for the thief to gain entry.

"Aluminium shopfronts are also in some ways less secure than their wooden predecessors."

Banhams

Alarm manufacturers Banham Patent Locks operate a central monitoring station in London's West Brompton.

The station — owned by Banham subsidiary Central Monitoring Services — is heavily computerised, run by just two staff.

Once on duty, they must remain in the secure monitoring room for their full shift of 12 hours. Washing, cooking and toilet facilities have therefore been provided.

Care has been taken to ensure security coverage is not broken at Banham's end. The station's approach corridor is divided into lockable sections, each with video and infra-red checking systems. The area outside the building is kept under constant surveillance by CCTV cameras.

Alarm signals — transmitted to the station along telephone lines — appear with one of sixteen codes, designed to tell staff there exactly what the trouble is. A visual display unit is used to flash up client details for each alarm received.

Address and telephone number is given, along with client instructions to CMS regarding each particular alarm situation. According to these instructions, CMS will either call the police immediately (the company has direct-line communication with New Scotland Yard and police operations rooms throughout the Home Counties), contact the keyholder himself, or take whatever action is required.

Details of alarms reaching the station, together with an account of action taken by CMS, will be logged by the computer for possible future use in Court. These records are eventually transferred to microfilm.

The station's workload is divided equally between domestic and commercial customers.

About 75 per cent of commercial business involves retailers. Banham Patent Locks Ltd, 233 Kensington High Street, London W8



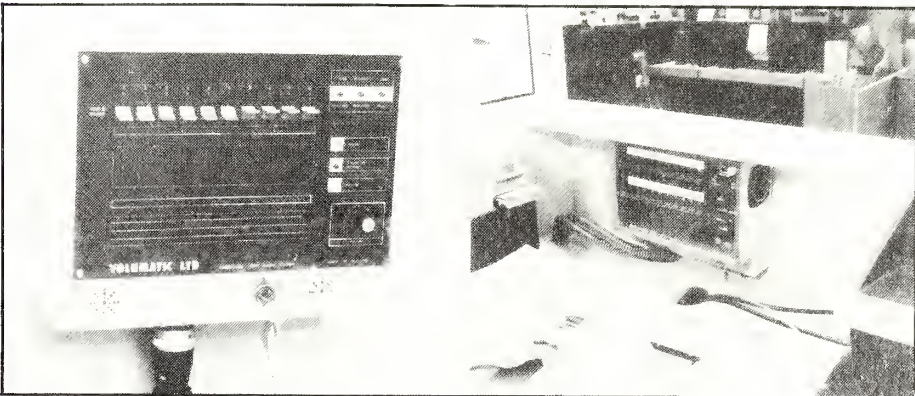
Banham Patent Locks also manufacture safes and alarm systems.

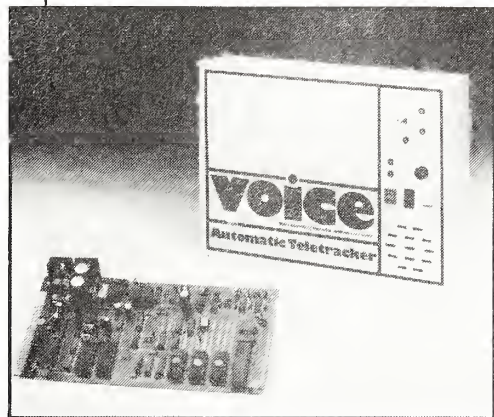
Pharmacy Mutual Insurance

The incidence of pharmacy break-ins appears to be going down — against the general trend in other branches of retailing.

Claims lodged with Pharmacy Mutual Insurance reached a peak of 1,825 in 1977, 425 of which involved theft of drugs. By 1983 this figure had fallen to 789, some

The "brains" behind Volumatic's new loop alarm system.





Kalam's Voice system uses a single printed circuit board.

Kalami

Voice is a new intruder alarm system which uses voice synthesis to shout for help and make telephone calls.

When the system is activated a speaker outside the shop sounds a siren and shouts (at 100 decibels) "Police, police, police. Help, help, help. Intruder at number xxx. Please help." The message can be programmed to continue as long as the owner thinks necessary.

Voice also holds two emergency telephone numbers (again programmed in by the user). In the event of intrusion, the system dials the first number (perhaps the shop owner's home number). If the first number is engaged, unobtainable, or produces no reply within one minute, a second number is called.

The telephone message gives cause of alarm, premises telephone number, number called and a user code. The message in this case is repeated for three minutes.

The system uses existing telephone connections, and is the first teletracker facility to receive British Telecom approval.

The police are currently unwilling to receive direct calls from the system, but it can be used to tie-in with a private central monitoring system.

Voice is manufactured by Kalami, and being sold through the usual security outlets. Price to installing companies will be around £150.

The system also talks owners through arming procedure. Once one of Voice's six modes of operation is selected, the user is instructed in how to prime the alarm, and given a count-down telling him how long he has to clear the premises. On re-entry, a similar count-down comes into play. If the owner wishes to test the system, the "walk test" setting is selected, and the machine informs him as each sensor is opened in turn.

Should the alarm be inadvertently left

off, Voice will repeat "Caution, alarm is off, please change the position of the switch" every ten seconds. Heat and smoke detectors can also be used.

Mather & Platt

Mather & Platt Alarms are looking to expand the market for their 35mm film surveillance systems to the retail sector.

The cameras, of the type used in banks and building societies, can be operated by either suspicion or panic buttons.

In the first instance, an assistant who is for some reason suspicious regarding a particular transaction can bring the camera into action to take six frames of the customer in question.

Should the suspicion later prove well-founded, pictures of the offender can be retrieved from the film.

In the case of a panic alarm, for example where staff may be threatened with firearms, the cameras can again be activated, possibly in conjunction with the store's other security systems. Film will eventually be developed by either Mather & Platt or the Police.

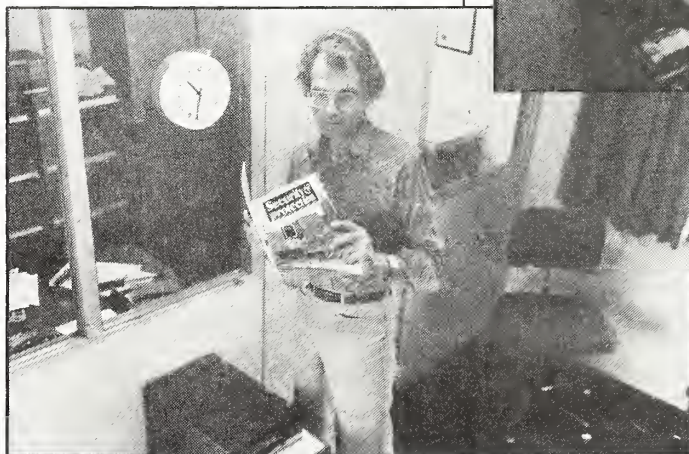
A film surveillance system can also act as a great deterrent to the thief, says the company.

Most M&P clients, because of cost considerations, tend to opt for one-camera systems.

The company themselves recommend twin cameras, however, so that the thief can be filmed while leaving the premises as well as when at the cash point.

One camera, complete with controls and coverage from the company's maintenance deal, costs around £1,500 say Mather & Platt.

The company point out that their film system gives better resolution than a "frozen" CCTV picture. *Mather & Platt Alarms Ltd, Titan House, 184 Bermondsey Street, London SE1.*



Stills taken from a 35mm film camera will give better resolution than a "frozen" CCTV picture.



Volumatic

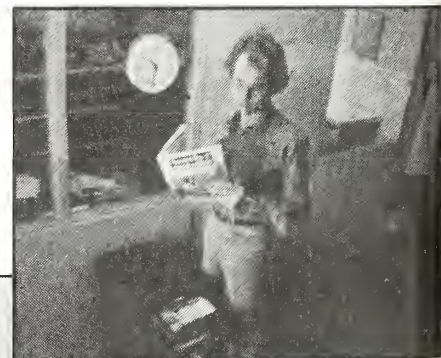
Volumatic have added a loop alarm system to their range.

The unit's two-core cables can either be attached to products with self-adhesive Protectadiscs, or simply looped through merchandise. One central control console can protect upwards of 150 items.

This is achieved by using a compact central alarm console, which can control either 10, 20 or 30 channels. Each channel comprises six bays, each containing five items of merchandise.

The system is self-testing. If circuitry develops a fault or is tampered with, the alarm sounds, a light appears above the appropriate channel on the control box, and the reason for alarm is given.

Similarly, if the control box door has not





half-hemisphere mirrors can be hung centrally from the ceiling.

When properly closed, or if the console itself is tampered with in any way, the alarm is activated.

If no action is then taken by staff, an automatic volume control turns the alarm up to its full 95 decibels.

An automatic re-set facility allows

authorised staff to remove items from display without affecting the rest of the system. A nickel cadmium battery provides emergency back-up operation in the event of a power failure. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

Pexicurity

Pexicurity have just updated their "plug in security" event monitoring system.

The basic installation consists of a master control and four detector units. These use ultrasonics and infra-red to detect any movement or change in surrounding temperature. Each detector protects a floor area of about 10 sq m. A four-detector unit would cost around £795.

The alarm can then be raised either through external bells or linkage with a direct-contact system.

Improved programming has given Pexicurity event monitoring the facility of automatic re-set after the alarm is used. Detectors can be adapted for use as fire alarms.



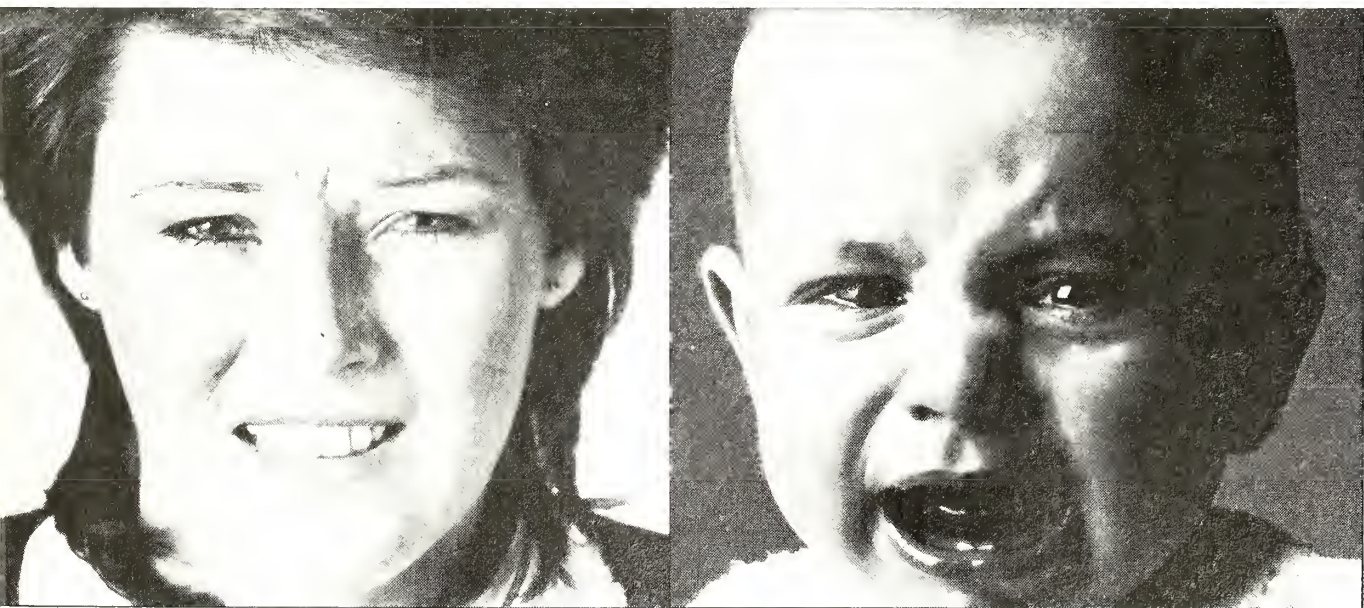
Shielded outdoor surveillance cameras.

The system is self-contained, requiring only connection with the mains via a 13 amp plug. In the event of power failure, an emergency battery pack ensures continued operation for the next eight hours. *Pexicurity, Raveningham, Norwich, Norfolk NR14 6NS.*

Continental Shutters

Continental Shutters have introduced a self-locking aluminium window shutter.

The rolling shutter, operated by an electric motor, is fitted on the outside of the window as an "add-on" security measure. Shutters are custom-built to a maximum size of 5m x 2.4m. A lightweight version using PVC laths is also available. *Continental Shutters Ltd, Unit B, Maybank House Estate, South Woodford, London E18 1ET.*



They've both got a sore mouth - but the similarity stops there.

Teething baby or mum with a mouth ulcer. Two different problems requiring two different remedies.

For mum, the powerful formula of fast acting Medijel gel or pastilles brings relief in seconds. Medijel is soft enough to be placed at the point of pain.



For baby, there's Dentinox teething gel, the one that's specially formulated for babies - its tried and trusted ingredients quickly and safely relieve pain. So when a sore mouth looks to you for comfort, recommend the right product. Dentinox for baby teething and Medijel for adult mouth ulcers.

You can depend on DENDRON.

Dendron Ltd., 94 Rickmansworth Road, Watford, Herts. WD1 7JJ. Tel: (0923) 29251.

If you're going
to help your
customers
through an
anxious time,
it helps
to have some
experience
behind you.

HIGH
SENSITIVITY


Predictor

Home pregnancy test



Simple
Reliable
Accurate



CONFIRM

Home Pregnancy Double Test

Gives you two separate tests
for total reassurance

Women aren't all the same. So they don't all
feel the same about pregnancy testing.

That's why Chefaro manufacture both a single
and double test.

Predictor - the most sensitive pregnancy test
available - relied on by thousands of women over
the last ten years.

And Confirm - for women who prefer the
reassurance of an extra check on the result.

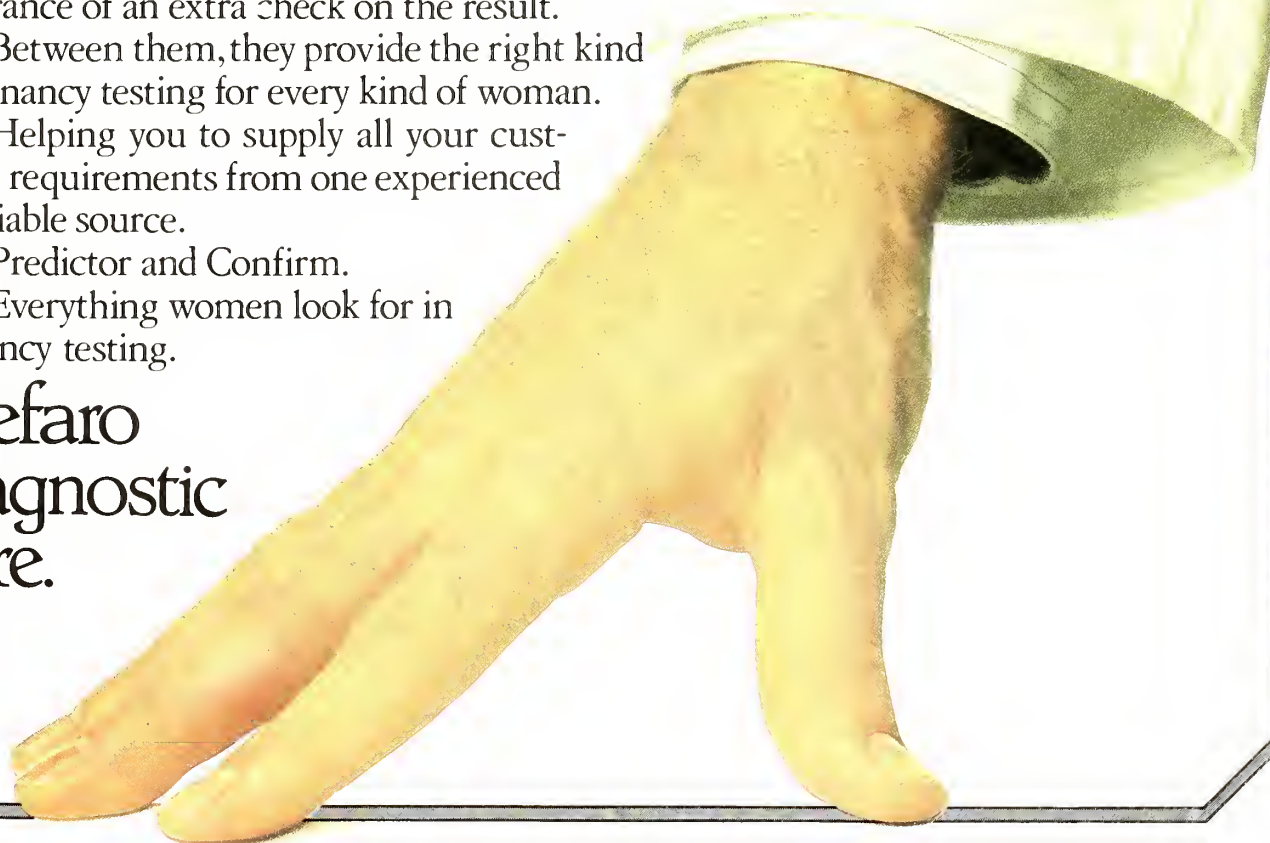
Between them, they provide the right kind
of pregnancy testing for every kind of woman.

Helping you to supply all your customer's
requirements from one experienced
and reliable source.

Predictor and Confirm.

Everything women look for in
pregnancy testing.

**Chefaro
Diagnostic
Care.**



Why we must improve our public image

The board of the NPA has constantly been aware that a project like its campaign which is financed by the members, has to be seen to be as effective and as well costed as can be arranged.

Arising from this is the fact that the journals research tells us are the right ones to reach our target audience, are not the ones likely to be read by pharmacists themselves. Unless, of course, they are atypically interested in bingo, or the latest doings of the Coronation Street cast.

It may be argued that the same problem will apply to the slots chosen for our television appearances — noon to 2pm on ITV and 6pm to 10.30pm on Channel 4. The truth is that these times offer excellent value for money. The first of the two time-bands homes in on our "number one" audience — mothers with young babies.

A sizeable amount of research is being done, but already independent tests show the increasing level of customer awareness both of the advertisements and the message contained in them. IPC figures of relevance give the percentages of those who answered "yes" to the question: "Do you ask your local pharmacist for advice about medicines these days?"

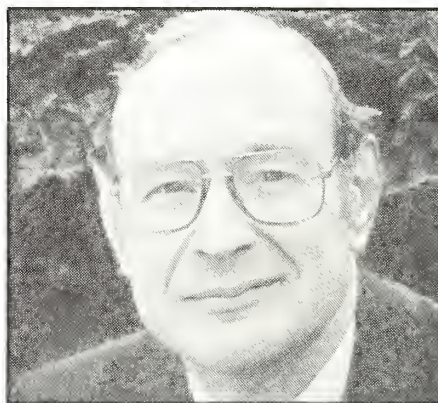
People asking the pharmacist's advice

1983	
May	37 per cent
June	45 per cent
September	54 per cent
November	58 per cent

With television so newsworthy, we can hope the new campaign will be talked about even more, giving added strength to an undertaking which most pharmacists see, from their own experience, as the first to achieve a significant impact on the public.

I know that there are pharmacists who, like Othello, will have said: "Be sure of it; give me the ocular proof". Well, the ocular proof is now there for anyone to see, and I would suggest that all community

Chairman of the National Pharmaceutical Association, Don Ross, answers the pharmacists who ask: "Is the NPA publicity campaign working?" And he sets out why he believes pharmacists should give it their full support.



pharmacists make a point of watching the advertisement, to be able to provoke or to join in with customers comments.

Let us not lose sight of the pressures which led the NPA board and NPA director Tim Astill to devise the campaign.

As well as the number of inquiries into the state of pharmacy and the NHS, led and encouraged by a cost conscious government, we have recently had the example of the opticians and the way they have been treated. It is not unreasonable to suggest that a "PR" campaign might have helped them — it certainly couldn't have done them any harm.

Then there was the now-famous challenge posed by the then Minister for Health, Dr Gerard Vaughan, at the British Pharmaceutical Conference in Brighton. It is tempting to reply along the lines that one can see the future of Patrick Jenkin in Government, and that one knows the role of Sir Kenneth Clark, but one is not sure of the place of Gerard Vaughan. To the extent that his challenge was DHSS inspired, this would be shortsighted — the Nuffield inquiry has objectives not unlike those Dr Vaughan was after.

An added concern arises from the public's knowledge of the pharmacist and his work, or rather the lack of it, as it is beginning to be noticed through the work of the Rural Dispensing Committee.

It seems evident that the public (and I refer to influential members of the public), see little difference between the service pharmacy offers as opposed to that of the dispensing doctor. Convenience is all! A patient would rather walk out of a building with a medicine, no matter what, than a piece of paper. Pharmacists know that there is more to it than that — much more — but it is a reflection on our past inability to get our role over to the public that this should be.

Given these pressures, there seems to me to be no more important task for us at this time than to convince everyone of our value. Future pharmacists will have reason to blame us if we fail. I sincerely believe that, faced with the present challenge, shorter term concerns like discount scales and drawbacks really are of secondary importance — vital though they are to the next few years.

As has often been said, there is a place for doing one's own PR in one's own pharmacy. But, if blows are to fall on the profession, they will fall on the good as well as the bad. Here is the justification for a corporate campaign.

Having said all this, it seems strange to me that the campaign could be undermined even to a small degree by those who, for a bit of short term financial benefit, do not subscribe to it and yet are happy to enjoy the results along with those who have paid. This is the kind of entrepreneurial advantage we can do without, and the sort of selfishness which has landed us in trouble before.

The NPA is playing an increasing part in securing the place of the community pharmacist; a great amount of lobbying and advisory work is being undertaken. It surely makes the subscription good value for money even with the £50 for the PR.

Please give us all your support by making use of the material sent to you and by making yourself available for consultation by your public so that they will tell their friends: "Ask your pharmacist, you'll be taking good advice".

A shot from the TV advertising campaign currently on-test in Anglia.



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they're new.



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'Enough, enough!'

Alan Smith, in the November issue of the PSNC publication *Action*, suggested that retail pharmacy should tell the DHSS that "Enough is enough."

Those simple words and that simple message must surely have a great deal of significance at grass root level to the retail pharmacist who, no doubt, might well go further and apply this sentiment not just to the Department but to the general scene in pharmacy. I have in mind some of the eccentric policies and daft, impractical ideas that come out of Lambeth High Street from time to time, the subservient attitude often adopted when dealing with external commercial organisations and professions when our very livelihood is in question. As I have mentioned in your publication before, pharmacists are the idiots of the Health Service walked over by DHSS junior Ministers and by other professions which poach our dispensing while at the same time expecting our total friendship and co-operation. Sure, Mr Smith, enough is enough!

I cannot think of another profession which is so self-critical as ours, or so self-destructive. The Society seems oblivious of the fact that the issue is not only about academic matters but that the mere matter of making a profit and a living enter into the minds of most people in retail. The law department would seem to do its level best to make life difficult — I still have not worked out how I can legally go to the toilet without closing down my operation. If, as I understand it, personal supervision is the order of the day, we need clarification on this matter.

Any organisation leaving its members with this kind of ambiguous state of affairs needs to indulge in a little self-examination. Bearing in mind the volume of scripts, and all the other calls on a pharmacist's time, absolute personal supervision of sales gets harder to operate and the time is nigh for an objective down to earth approach. Is it not asking too much of one pair of hands, eyes and ears, no matter how willing the individual or how well the premises are designed? Perhaps it would be a good idea if our full-time officials spent time, as observers, and were able to see for themselves the problems that exist in a busy one-pharmacist pharmacy.

It must be remembered that all departments of pharmacy are important but, in terms of revenue, the Society relies heavily on the retail sphere. A democratic process revolves around the feelings of the

majority — or in our case does it? Could it be that at Lambeth High Street the tail might wag the dog?

Most people in retail I'm sure will agree we have had enough, and hope for a more secure future. Certainly we need a new contract, but as people before me have said, let us not be rushed into a bad one: this time, PSNC, you've got to get it together. A thought which does not seem to have had an airing is that after a lifetime contracting to the Health Service we have no pension. The medical profession gets one and they have all the benefits of being self-employed, with few of the disadvantages, so why not us?

To quote Xrayser in January 7 issue: "If we want a better future is it not we who should be producing the ideal plan." Fine and true, but this will never come about until new blood is infused into the decision-making machine. In turn, that will not happen unless people vote at elections. So, fair enough, like me, you don't expect anything you say or do will make a scrap of difference; you probably don't understand the silly complexities of the STV system; you therefore discard the Council election ballot paper to the garbage basket without ever opening it!

This time *open* that envelope, *read* the manifestos, and *use your vote*. It is we, the Society membership, who direct our Society through the Council, and not vice versa. Pharmacy at retail level is a unique mix of a profession and a shopkeeping operation, and the balance between these often conflicting objectives can only be a sensible and practical compromise. It needs a Council that is sensitive to the problem.

Who knows, one day we could see the NPA and the Society working more closely toward the common interest. Why shouldn't the commercial and academic facets work in total unison?

J.M. Brunt

Brandon, Suffolk.

Little and large

I am the owner of two pharmacies with very different NHS turnovers, and am hence able to compare their fortunes over the years.

It would be wrong to blame all our current troubles in retail pharmacy wholly on our contract. Remember retrospection can benefit as well as harm us. What chance have we of negotiating an annual estimate in advance with Government that is likely to be in our favour?

I fully accept that small pharmacies were undervalued in the '60s, and am glad to see a Basic Practice Allowance being given to most, perhaps to recognise that we have some worth in simply being at a given site. However, from the following figures it

seems to me the pendulum has swung too far the other way with the larger contractors now having to work far harder than their remuneration indicates.

July 1983, the last month before clawback complications, shows the following:—

	Shop A	Shop B
Scripts	1,230	5,030
Fees of 40P +		
extra fees	£ 504	£ 2,030
On cost 15.4%	614	2,6% 391
BPA	200	200
	£1,318	£2,621

Consideration of these figures (item costs are similar) shows that Shop B is paid twice as much as Shop A for four times the work. Fixed overheads excluding staff and stock are similar, but whereas Shop A performs quite adequately with one pharmacist dispensing, Shop B needs two dispensers and one part-time pharmacist as well as a lot more stock. Hence, when these factors are added, it is clear there is little financial advantage in dispensing an extra 3,800 prescriptions. As I work periodically in both shops, I can tell you there is a vast difference in effort required.

Clearly, the differential on-cost scale is too severe and it is a nonsense to be paid £223 less for four times the number of prescriptions. It is also many years since the 40p fee was increased and it has now lost much of its original value.

As I write, I view with alarm a steady increase in prescription numbers over 5,000, as an extra full-time pharmacist to replace my part-timer is really needed. On the above figures, how can such an expense be supported.

The balance of remuneration has gone wrong again, a fact indicated by the steady increase in the number of small pharmacies registering.

Some more middle course is called for to enable extra pharmacists to be (genuinely) employed at bigger pharmacies and to give more reward for more work.

"Alarmed"

Me too

I would like to endorse the letter from Mr D.S. Plumb (C&D January 21) as I too did not receive samples of Solmin. It is patently obvious that the makers are trying to get a share from the chemist market for another aspirin-type preparation.

M. Bedessee,
Rayleigh, Essex.

An important announcement on head louse eradication

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* Suleo-C shampoo is an effective pleasant-to-use alternative when lotions are not tolerated

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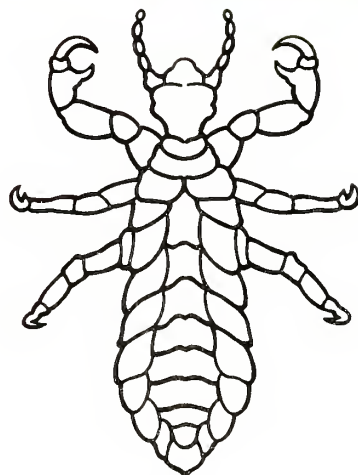
- ensuring that users read the instructions inside every pack, since incorrect use of insecticides may encourage resistant strains

- storing Suleo-C shampoo away from heat



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More Letters on p290

Controlling repeat scripts

R. Gartside's submission to the Nuffield Inquiry (*C&D*, January 28, p182) proposes to solve the problem associated with the issue of repeat prescriptions by involving the pharmacist. As a pharmacist, while agreeing with his aims, having been involved with the developments of a general medical practitioner computer system ("Medic"), I am convinced that the solution to the problem lies in the surgery and not the pharmacy.

The medical profession have repeatedly expressed their wish to retain the sole right to control prescribing. It is the "system" within the NHS which causes the pressures leading to the shortcomings of the issue of repeat prescriptions. By removing this pressure, then stricter control becomes possible.

In exhaustive trials, over three years, of the many benefits derived from computerisation in differing GP environments, of particular interest to pharmacy is that the issue of repeat prescriptions has become rigidly controlled, not by the receptionist, but by the doctor with the aid of the micro-chip. Scripts are only issued at 28-day intervals, and the correct drug, dose and quantity guaranteed.

Furthermore, the system prevents repeats unless the patient is referred at pre-determined intervals: thus reassessment is a pre-requisite.

The results have been dramatic. The local pharmacists are delighted, for obvious reasons, and wastage is virtually eliminated with the inevitable savings to the NHS. To quote one user, "Medic has made me a better doctor and improved the degree of patient care."

Another benefit is the ability to produce a list of all patients being treated with a specific drug — invaluable when one considers the recent high rate of product withdrawal. In such cases, a letter can be generated and sent to all affected patients within 24 hours of notification by the manufacturer. Hence, further adverse reactions can be prevented. Compare this with the present system of either manually sorting through thousands of records, or more commonly, waiting until a repeat is requested — this could be months in some cases where over prescribing has been prevalent. Future developments will help to prevent costly hospital admissions resulting from drug side effects, by relating presented symptoms with current medication.

The DHSS are aware of the benefits to Chemist & Druggist 11 February 1984

be gained by such systems, and as a result, the National Computing Centre in London have recently tested "Medic" exhaustively and produced a very favourable report. The benefits to pharmacy of the adoption of computer by general practitioners have not been overlooked. There is a lot of interest being shown by many who would dearly like to enjoy the benefits of controlled issuing of repeat prescriptions, at shorter intervals than at present.

Should any subscriber wish to obtain further details I shall be pleased to discuss the implications of the above mentioned developments with any interested parties.

Anthony Peel

Medici Computer Services Ltd
Huddersfield.

It takes time

Mr Ashwin Tanna *et al* must have been very disappointed to read Council's decision on pharmacy ownership (*C&D* January 21).

I am sure none of us are surprised at the decision but one is disillusioned to feel Council has so little interest in the profession — and especially community pharmacy. It would appear that big business has triumphed yet again, albeit temporarily.

But we must not be disheartened by these events, because to achieve such an important change in the direction of our profession we must be patient, and persevere with the campaign to wear down the enemy within.

Jacob Bell and Martindale took years to achieve their objectives and lead the profession to a very respected place in society. To succeed in a change such as Ashwin Tanna is proposing will also take years — providing Council has, as is commonly quoted these days, "the bottle" to get on with the job.

Remember that Council elections are rapidly approaching and community pharmacists must vote for the candidates whom they feel will lead them to a better world!

On another matter, it was with great interest that I read the discussion paper in the *PJ* (January 28) by Balon et Shulman. It had a lot of sense written into it.

I note that under remuneration, the authors proposed a new contract very similar to that in existence — ie cost-plus. However some points in this paper I cannot agree with. I cannot accept that this or any Government would agree to reimburse existing stocks and to fund replacements: that is purely pie in the sky.

While I would without question like to see more funds pumped into the contract, I do not see this as being even vaguely likely. Too much emphasis is being placed by

PSNC and many contractors on getting a new contract out by June, one which meets the approval of the majority of contractors.

It would be far better to concentrate our efforts on improving the present system to the benefit of all contractors, rather than starting from scratch with a completely new contract.

Government is at present bracing itself for an attack on all the professions, and that is where our effort should be, rather than our negotiators running off into dead ends, wasting precious resources in doing so.

Forget a new contract, PSNC, for the Government will tell us what we are to have rather than listening to our meek calls for a fair contract. The only contract they will accept is one that is very cheap to run for the taxpayer, regardless of the dangers to the patients.

A. D. Allen
London E18

Negative PSGB

In view of the Pharmaceutical Society's negative attitude towards community pharmacy and in my opinion its failure to preserve, protect and promote our interests, one must question the wisdom of compulsory membership.

Allow me to list several issues where the Society has become a "toothless dog."

1. Doctor dispensing.
2. Rational distribution of pharmacies.
3. Over-prescribing.
4. Ownership of pharmacies.
5. Total restriction of medicines to pharmacy outlets.

Instead, the Society spends considerable time discussing trivial matters such as the use of the title "Doctor" by community pharmacists — who have earned that qualification by hard work.

In addition, it is interesting to find that the Society has not condemned the following widespread unethical and immoral practices of the pharmaceutical industry.

1. Drugs banned in the UK sold to Third World countries under the guise of "foreign aid."
2. Clinical trials of new drugs performed on the peoples of the Third World countries before being marketed in the UK.
3. Widespread bribery of Third World physicians and pharmacists to prescribe and dispense their products.

Surely I am not alone in believing there are real and moral dangers which ought to be of paramount concern to our profession?

Solomon Kasumba
Sheffield

More Letters on p294

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on an old
problem.**

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LETTERS

More **Letters** on previous page

'Pharmacist's debt'

The recent retirement of Mr Claude Green from his position of secretary to the Proprietary Articles Trade Association (C&D, January 21, p150 and January 7, p42) has prompted me to point out to community pharmacists the great debt they owe to him for the sterling work he carried out in their interests.

When the PATA decided to prepare a case for the price maintenance of medicines, all the "pundits" scoffed, and asserted that it would be useless to put up a fight. The Association however, was

determined, if necessary, to go on its own before the Restrictive Practices Court, but in the event was joined by other interested organisations.

Mr Green's experience, painstaking research and expert advice in the preparation of our arguments, played a major role in persuading the Court that price maintenance of medicines was in the public interest.

The fact that the price structure of OTC medicines is not in the same chaotic state as toiletries is due, in large measure, to the efforts of Mr Claude Green, backed up by the constant vigilance of the PATA in its difficult task of maintaining the privileges gained in 1970.

Alan Garrett
Past president PATA
Enfield

Program on offer

I have written a labelling program which will be of interest to the many pharmacists who, like myself, already own a computer and do not wish to pay out large sums of money to purchase one of the many systems which are now flooding the market.

My program is written for the Commodore 64 computer, and is available on either disc or tape. All the features which are advertised by the various system manufacturers are present, eg automatic name and date retention, automatic warnings on selected drug labels, memory bank of over 600 drugs, provision for free-

form labelling for address labels etc, surname retained for members of same family, repeat labels up to any given number, etc, etc.

I have used my system — called "Scriptlabels 64" — for about eight months now in a busy pharmacy, using a Commodore 1515 printer, and have received many compliments on the clarity and content of the labels, from patients and locums alike.

I would be pleased to hear from any pharmacist interested in purchasing the program, with full instructions, for £35 plus VAT, on disc or tape, and promise satisfaction or refund in full.

R. H. Jackson,
45 East Street,
Blandford Forum,
Dorset DT11 7DX.



Springtime in Paris is certainly on the cards for chemist assistant Lynn Williams — one of the winners in the Crookes Going Places competition. Lynn, who works at J. Burr Ltd, Nuneaton, is pictured with Crookes sales manager Ron Danforth.


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Plans to encourage further education

The Pharmaceutical Society's Council is to investigate techniques for increasing pharmacists' participation in continuing education.

A pilot project will be run as soon as a decision has been made on whether the Society should establish a new education and training department.

At this month's Council meeting the Education Committee considered a proposal for a two-year pilot project involving the distribution to all pharmacists of a continuing education programme using problem solving techniques.

A 1983 branch representatives' meeting resolution calling for an education and training department within the Society was still being considered and Council would soon be asked to make a decision. It was suggested that if such a department was established, and if a person with educational expertise was appointed as its director, it would be sensible to allow that person to assess the problem solving proposal, and any other techniques, before a firm recommendation was put to the Council.

The Committee therefore recommended, and the Council agreed, that there should be a commitment to investigating, without undue delay, appropriate techniques designed to increase participation of pharmacists in continuing education, but that the matter be deferred until a decision is made on the establishment of an education and training department.

Meeting with UGC. Representatives of the Society were to meet representatives of the University Grants Committee on February 8 to discuss the report of the UGC's panel on subjects allied to medicine, which has recommended the closure of the Heriot-Watt school of pharmacy.

Sale of sodium chlorate. Following a request for its views on a proposal to restrict retail sales of sodium chlorate, the Society is to inform the Ministry of Agriculture that the substance should remain available by retail sale for its correct use as a weedkiller under adequate control. The Society would wish to be consulted on any controls proposed.

Collaboration with GPs. It was reported to the community pharmacy subcommittee that an informal meeting between representatives of the Society and the Royal College of General Practitioners had agreed that formal discussion should begin to explore ways of improving collaboration between community pharmacists and GPs.

On the subcommittee's recommendation, the Council agreed that the Society's representatives at further formal discussions should be Mr J. Balmford, Mr J. Iles and Dr Alan Briggs (School of Pharmacy, University of London).

Pharmacy in private hospitals. A letter is to be sent to the Department of Health explaining the need for information to be sought on the pharmaceutical services provided in private hospitals, homes and clinics registered under the Nursing Homes Act 1975. The Practice Committee noted that the Department has issued a circular seeking information about private sector health care, but that the form bore no question relating to either the availability of the pharmacy department or the means by which pharmaceutical services were provided.

More information on RDC appeals. The Society is to write to the Rural Dispensing Committee for more information about cases following appeal. That was agreed by the Council on the motion of Mr W. Darling, seconded by Mr G. Walker.

Role of the regions. The Society is to seek ways of making more effective use of its regional system. The Organisation Committee was reminded that when the role of the regions had been debated extensively in 1976 one reason for the Council's decision to continue with the regional organisation was the value of two-way communication between the membership and the Council by way of regular regional meetings attended by both Council members and representatives from each of the branches within the region. However, several members of the Committee expressed their disappointment at the lack of communication through that channel in the regions with which they were concerned.

The Committee resolved to urge more effective consultation between Council, the regions and local branches. Ways and means of implementing the resolution would be discussed at a future meeting.

Paris Branch. The Council has turned down a proposal to form a branch of the Society in Paris because the proposal cannot be implemented without an additional schedule being added to the bylaws. However, members resident in France are to be encouraged to meet informally for discussion on matters of common interest and to keep in contact with the Society.

Merchants' code of conduct. The Society has agreed with the Animal Health Trade Associations Group the principles for a code of conduct for agricultural merchants. The Society is to seek a joint approach with the AHTAG to the Ministry of Agriculture.

The Society is to inform the AHTAG that it is not willing for the association to be included in discussion on a code of practice for saddlers. AHTAG is to be advised that it should pursue its request with the Ministry of Agriculture, which has been discussing the proposed code only with the Society and the British Equestrian Trades Association.

The Practice Committee agreed that representations should be made for attendance at AHTAG meetings by a representative of the Society, with observer status.

Pharmacist on VPC. The Society is to make representations to secure the appointment of a practising agricultural and veterinary pharmacist to the Veterinary Products Committee. There is no practising agricultural and veterinary pharmacist among five new appointments to the committee although one of the six members replaced was an agricultural and veterinary pharmacist (Mr R.M. Jones).

Public relations. The director of public relations, Mr P. Paul, reported the issue of two Press releases, one drawing attention to the Society's recommendation that prescription labels should be machine printed and the other dealing with the Royal College of Physician's report on medication for the elderly. The first had received an excellent level of coverage; the amount of coverage given to the other was still to be ascertained.

A special public relations grant of £200 is to be made to the Society's Wirral Branch to support a campaign for the collection of unwanted medicines.

Dinner guests. Among the guests of the Council at dinner on January 31 were: Professor Sir Peter Tizard (president, British Paediatric Association); Mr B.R. Rayner (Under Secretary, Department of Health); Dr B.A. Wills (chief pharmacist, DHSS); Professor R. Hurley (chairman, Medicines Commission); Professor J.E. Carless (member, Committee on the Review of Medicines); Mr Gordon Oakes, MP (one of the Society's parliamentary advisers); Mr Stephen Ross, MP; Mr B. Hardisty (managing director, Winpharm); Mr T.R. Irwin, (managing director, Merrell Pharmaceuticals Ltd); Mr H. Vaughan Willshaw (director general, United Kingdom Agricultural Supply Trade Association); Sir Hugh Linstead (former secretary and registrar of the Society); and Mr Frank Miles (head of science, Independent Television News).

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THE TUBIGRIP PEOPLE

PSNI updating Code of Conduct

The Statement on Matters of Professional Conduct is to be revised to bring it into line with current thinking, the Council of the Pharmaceutical Society of Northern Ireland decided at its January meeting.

The proposal to revise the statement was made following a report from the Ethics and Law Committee.

A report was given on a meeting with DHSS officials at which the paper "Problems in applying the arrangements for dispensing Health Service prescriptions in areas where patients have serious difficulties in obtaining drugs" was discussed. The Department now hopes to arrange a joint meeting with the representatives of both professions to discuss rural dispensing.

An invitation to contribute to the Nuffield pharmacy inquiry has been received, and a joint meeting of the General Purposes and Education Committees is to be convened to discuss the Society's submission.

Complaints had been received from members of the Society following recent withdrawal of certain drugs. The first indication of the withdrawal had been on television and in the Press. Considerable embarrassment had been caused to some members who had not seen the announcements. The secretary is to write to the Committee on Safety of Medicines expressing the concern of the Council.

A letter from the Association of District Committees thanked the Council for the opportunity to discuss pharmaceutical services at a recent meeting. Mrs Leonard, the secretary, drew the Council's attention to matters discussed by the Association subsequently. It was suggested that medicines for the elderly should not be dispensed in childproof containers as this encourages emptying tablets into another bottle which is not correctly labelled. The Association also expressed concern at

reports about the parallel importing of drugs into Northern Ireland. The secretary of the Society is writing to the Association pointing out that the Council shared their concern and drawing their attention to DHSS proposals to curtail the practice.

The application of Mrs Caroline Bradley to be registered in Northern Ireland under the reciprocal agreement between the Great Britain and Northern Ireland Societies was granted.

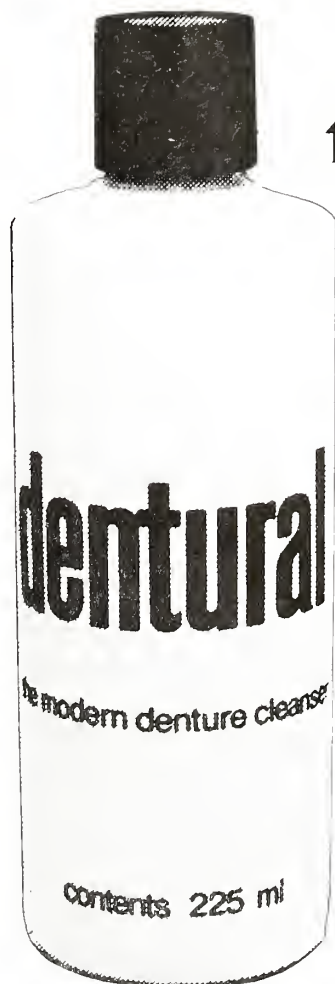
A report on arrangements for the president's dinner, which is to be held on March 21 at the Conway Hotel, Dunmurray, was made.

Norbrook Laboratories Ltd, Newry, co Down, have been recognised for the training of preregistration graduates, following their application and a visit by Mr R. H. Clarke, chairman of the Education Committee.

■ Chemist and appliance suppliers in Northern Ireland in September dispensed 1,140,887 prescriptions (706,878 forms) at a gross cost of £5,343,955.39 with an average cost of £4.68 each.

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The Retailers Show

Industry failure on the horizon?

The British pharmaceutical industry may fail during the next decade because of the lack of public and parliamentary support vital for its survival.

Current dangers to the industry are exemplified by the controversial practice of parallel importing drugs, said deputy director of the Office of Health Economics, David Taylor, in a speech to the Royal Society of Medicine this week. British based industry was now losing at least £20m a year. He said this figure could rise dramatically in the near future.

Mr Taylor said other countries had already acted to protect themselves. But the UK had so far rejected any attempt to claw-back unfair profits made by chemists and others involved in the trade. New government regulations were needed to provide effective defence for British

interests, he said.

He was equally critical of pharmaceutical manufacturers for failing to state their cases well enough, and thus to protect the true interests of the public adequately. "Unless the British based pharmaceutical industry can improve its public standing significantly in the next two to three years," he commented, "its current weakness could prove catastrophic by the 1990s."

□ Unichem managing director Peter Dodd says pharmacists using parallel imports should stock them on a hand-to-mouth basis pending the introduction of new regulations by the Government. In his view, unless the Government introduces a transitional period, pharmacists who hold such stocks may find them unuseable and wholesalers may find such stock unsaleable.

Unichem offer world advice

Unichem are considering setting-up an international consultancy service to help overseas wholesalers take advantage of Unichem's experience in the UK.

The Government's Central Office of Information has been promoting Unichem abroad as a British success story. Press material, radio and television programmes describing Unichem as "a multi-million pound company which has hauled itself from the brink of bankruptcy" have been distributed to 55 countries. So far they have received a hearing in the USA and Canada, parts of Africa, Europe, Thailand, Singapore, Norway and Denmark.



Managing director Peter Dodd reports genuine interest in Unichem's know-how from foreign delegations visiting the society's Chessington headquarters.

"It is always a particular pleasure to welcome visitors from overseas because it gives us an opportunity to learn more about their operations while showing them what we in Britain have achieved" he adds.

ICI managers' union curbs

ICI's 7,000 managers will in future have to negotiate salary rises individually rather than through a staff body.

Some 40 per cent of the affected staff are members of the Association of Management and Professional Staff. AMPS has recently become part of the Electrical Engineering Staff Association (itself a division of the Electricians, Electronic and Plumbing Trade Union).

ICI stress that new arrangements — which take effect in six months — do not spring from objections to EESA or EEPTU, but say AMPS' change in status makes this an appropriate time for the company to review agreements made in 1976.

"We are not contemplating any sudden de-unionisation" they go on. "It comes down to the relationship between the individual and the company."

USDAW gives Sunday answer to NCC

Shop workers' union USDAW has hit back at a National Consumer Council survey claiming the public is overwhelmingly in favour of Sunday trading (C&D last week p237).

The union says the report's findings are tantamount to an admission that only do-it-yourself stores, garden centres and those selling leisure goods will find any real demand on a Sunday.

USDAW also challenge the NCC's claim that Sunday shopping in Scotland has helped to keep prices down.

Stiefel expand in skincare

Stiefel Laboratories (UK) have set up a new division marketing dermatological products to industry in the UK and Eire.

Securiderm water barrier and Securiderm solvent barrier creams are two new products to be marketed by the industrial division. Both are indicated for prevention of occupational dermatitis.

Formulated using KV Pharmaceuticals' Site-release technology the creams maintain their integrity in the presence of a water or solvent environment, say Stiefel who hope to have the creams available by March 1. The creams are to be sold directly to the industry rather than through retail. *Stiefel Laboratories (UK) Ltd, Industrial division, 10 Wellcroft Road, Slough (tel 0753 37832).*

Bowater's £40m

Bowater-Scott Corporation plan a £40m investment programme over the next two years — the largest in the company's history.

Bowater have spent the past 18 months looking carefully at all areas of their business and the markets it serves. Both mills (at Northfleet and Barrow-in-Furness) will be affected.

The company promise "major brand quality improvement" and significant reductions in energy, fibre and labour costs as a result of the planned changes. They are currently engaged in a programme of explanation and discussion of all aspects of the scheme with employees and unions.

Aegis ready to roll

Aegis International — who launch a range of gent's toiletries this week (see Counterpoints) — are a new company jointly owned by Stiefel Laboratories and Chartwell House.

Chairman Peter Bennett, who owns Chartwell House, set up Aegis two years ago. Since then he has been preparing the current range. Other members of the board are Allison Morris Turner (marketing), H. A. Stiefel and Frank Giffeder (non-executive)

Graham Harvey (accountant) and Peter Burns (sales).

Mr Bennett reports an enthusiastic welcome for the range. Aegis appears mainly in department stores so far, though a sales network to serve the independent is currently being put together. Aegis stress they don't want to sell the range through discount outlets.

The company is also to act as a fashion house, supplying belts, ties and sunglasses.

43K labeller from Hawaii

A computer labeller with 43K of RAM and a two colour printer, based on the Oric computer is being made available from Hawaii Jahaz.

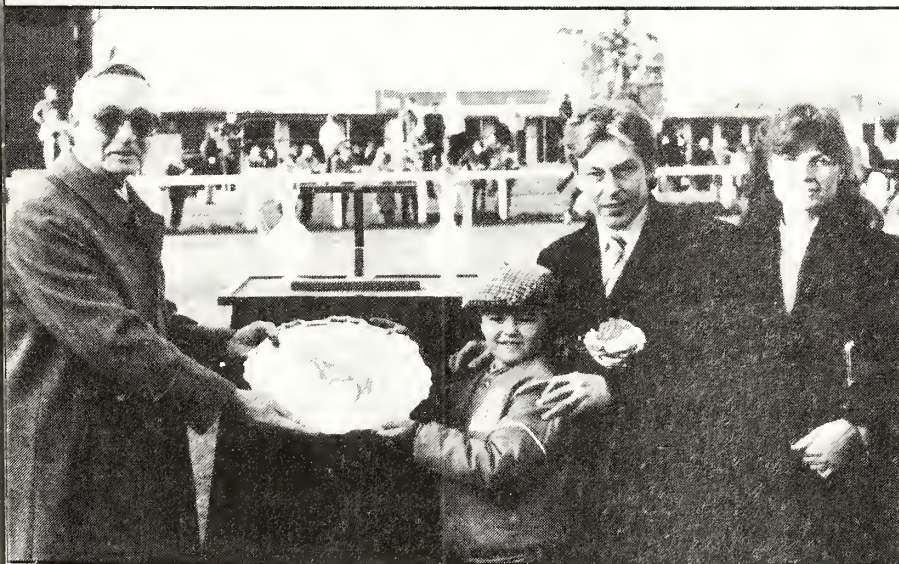
The program is cassette loaded, followed by a malleable drug file capable of listing up to 1,000 preparations. The label is built up using a menu prompt in seven lines — 175 letter spaces are available for dosage instructions and warnings, of which

there are ten listed. A free print facility is available.

Labels are printed in black, except for warnings, or if the preparation is for external use. The labels have to be pre-printed with the shop address.

The system, complete with monitor, printer and cassette, costs £575 (+ VAT). Servicing is estimated at £100 a year, with a 24 hour exchange via Securicor. The system is being demonstrated at the Regency Hotel, London on February 15 from 10am to 10pm, and all pharmacists are welcome. *Hawaii Jahaz Ltd, 51 Carr Manor Grove, Leeds LS17 5AH.*

Kempton Park racecourse recently held a "Bic Razor Day". Main event was the £9,000 added Bic Razor Lanzarote Handicap Hurdle, won by Janus. Bic chairman Fred Bolt (left) is seen here presenting winning owner Ken Little and family with the prize cheque and an engraved crystal and silver claret set



Tax advice for Chancellor

Wide-ranging tax changes to help sole traders and partnerships are among the demands made by small business associations in their budget submissions to the Chancellor.

"We want to equalise the relationship between the taxman and the sole trader," says a spokesman for the National Federation of the Self-employed, "small businesses don't see half the tax advantages that larger companies get."

The federation submitted a 15-point plan to Nigel Lawson, including proposals for discriminative taxation, a widening of the business expansion scheme to cover small businesses and abolition of VAT on credit transactions between registered traders.

The Association of Independent Businesses urges the Government to simplify the tax system and to remove those taxes which are unfair on independents.

It has submitted detailed measures on what it would like for income, capital gains, capital transfer and corporation tax, including increases in personal allowances.

The National Chamber of Trade would like to see the whole basis of income and corporation tax changed to encourage the retention of profits in smaller businesses. Reduction of overheads is also seen as important, especially regarding those directly influenced by the Government — particularly rates and energy costs.

CP formation now complete

Incorporation of Charnwood and Weddel to form CP Pharmaceuticals is now complete (C&D October 1983, p606).

Sales and marketing headquarters are located at the former Weddel premises at Wrexham. Administration and financial departments are at former Charnwood unit in Leicester. Orders should be sent to: Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX (tel 0978 61261). Remittances should be sent to: 69 Abbey Lane, Leicester LE4 5QT.

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Smiths to buy Downs Surgical

Smiths Industries are expanding their medical equipment interests with the acquisition of Downs Surgical.

Smiths bought 14 per cent of Downs last month. Their current bid for the remaining 86 per cent values the company at £7.3m. Irrevocable letters of acceptance have already been received regarding some 52 per cent of Downs' remaining stock, with directors and their families among those who have agreed to sell.

Employing the disabled

Becton Dickinson Vacutainer Systems have been given a "Fit for Work" award for their efforts to make work easier for the disabled.

The company's premises have been designed to incorporate facilities for disabled people, including wide doors, ramps, and special toilets. Out of a 140-strong workforce 13 are disabled.

The award is part of a national scheme run by the Manpower Services Commission, in a bid to make people realise that "disability is not inability". Becton Dickinson received the award from Employment Under Secretary Alan Clarke.

Robin Taunt, business planning executive at Smiths, says the two companies' products, sales teams and geographical distributions are all largely complementary. In the year ending July 31 1983, Smiths' medical business made trading profits of £10.7m on £42.8m sales. Equivalent figures for the group as a whole were £31.4m and £381m.

J. R. Rimmington, J. D. Abell and H. E. M. Barnes, all of whom hold non-executive directorships at Downs, are to resign when the offer becomes unconditional. Smiths promise no immediate changes to Downs' three factories, which currently employ around 600 people.

Bryan Higgs, who remains group financial director, takes additional responsibility as commercial director, overseeing profitability of operations in the UK. Dennis Deeley becomes manufacturing director.

Stiefel Laboratories (UK) Ltd: David Lupton is appointed company secretary. He previously worked for Courage.

Fisons plc: J.F. Valentine has been promoted to the board. He joined the company two years ago as chairman of the horticultural division and an associate director of the company.

Glaxo Pharmaceuticals Ltd: Bernard Taylor has been appointed managing director from a similar post with Glaxo Australia Pty. He succeeds Dr J.C. Hamlet who moved to the board of Glaxo holdings. He was a councillor and vice-president of the Australian Pharmaceutical Manufacturers' Association from 1974-79, and a councillor of the Victorian college of Pharmacy from 1976-82.

Monsato Europe S.A.: Alan R. Timms, takes up the post of director, research and development, for the health care division in Missouri, USA.

Potter & Moore: Bill Glencross joins as sales director for the home division. Previously he was manager of Shulton's fine fragrance division, responsible for the Cardin and Carven programmes.

Cow & Gate Ltd: Christopher Lee-Barber has been promoted to senior product manager for baby meals and Liga rusks. Mr Lee-Barber joined the company in December 1982 after three years with Spillers Foods.

APPOINTMENTS

All change at Laughton

Laughton & Sons have made several major changes to their board.

Jerome Laughton is to continue as chairman of the group, but has relinquished his duties as managing director in favour of Michael Laughton. Timothy Laughton takes up the post of sales and marketing director.

COMING EVENTS

Monday, February 13

Macclesfield Branch, Pharmaceutical Society. Macclesfield postgraduate medical centre, Macclesfield, at 8pm. Talk on epilepsy.

Southampton Branch, Pharmaceutical Society. Postgraduate medical centre, Southampton General Hospital. "Use of Inhalers in the management of asthma".

Swindon Branch, Pharmaceutical Society. King's Arms Hotel, Wood Street, Swindon, at 8pm. Dr W. Dixon May on "Co-operation within the professions".

Weald of Kent Branch, Pharmaceutical Society. Kent & Sussex Hospital, Postgraduate centre, Tunbridge Wells, at 8pm. Dr John Harris, Pharmacology department, Brighton Polytechnic, on "Food allergic diseases".

Tuesday, February 14

Bristol Branch, Pharmaceutical Society. Southmead Hospital centre for medical education, at 7.30pm. Mr Martin Lee on "The work of the Home Office forensic science laboratory".

Dorset Branch, Pharmaceutical Society. Postgraduate centre, Pool General Hospital, Longleat Road, Poole, at 7.45pm. Talk on "Structure of respiratory and cardiac systems".

Fife Branch, Pharmaceutical Society. Anthony's Hotel, Kirkcaldy, at 7.45pm. Dr K.R. Brain, Welsh School of Pharmacy, on "Herbal remedies — a balanced view".

Lanarkshire Branch, Pharmaceutical Society. Strathaven Suite, Garnon Hotel, Motherwell, at 8pm. Dr N.A. Armstrong, UWIST, on "Pharmacy in the Netherlands".

Leicestershire Branch, Pharmaceutical Society. Postgraduate medical centre, Royal Infirmary, Leicester, at 8pm. Mr Tim Astill, NPA director, on "Sharks in the pharmacy lagoon".

South West Metropolitan Branch, Pharmaceutical Society. Nevill Lecture Theatre, St Thomas' Hospital, at 8pm. Mr G. McDonald, Wellcome Laboratories, on "Multiple sclerosis".

Stirling and Central Scottish Branch, Pharmaceutical Society. Regency Suite, Terraces Hotel, 4 Melville Terrace, Stirling, at 8pm. Mr D.A.D. Macleod, consultant surgeon, on "Sports injuries".

School of Pharmacy, University of London. Brunswick Square, London WC1N 1AX, at 5.30pm. Professor C.F. Lerk, State University at Groningen, on "Modification of pharmaceutical excipients to enhance tableting properties". For more details contact the dean at the above address.

Wednesday, 15 February

Epsom Branch, Pharmaceutical Society. Bradbury postgraduate medical centre, Epsom District Hospital (2nd floor), at 7.45pm. Barbara Gnggs — author of "Green Pharmacy", on "Green Pharmacy".

Crawley, Horsham & Reigate Branch, Pharmaceutical Society. Boots Ltd, Queen's Parade, Crawley, at 7.30pm. Chairman's evening. Guest of honour is Mr Colin Hitchings, president, Pharmaceutical Society.

Pira Printing & Information Technology Division. BPiF, 11 Bedford Row, London WC1. A review of electronic data collection devices and systems. Information from: Miss Cheryl Richardson, Training administrator, Printing and Information Technology division, Pira, Randalls Road, Leatherhead, Surrey (tel. 0732 376161).

York City Branch, National Pharmaceutical Association. Postgraduate medical centre, York District Hospital, Wigginton Road, York, at 8pm. Mr W.A.G. Kneale, EEC liaison secretary, NPA, on "Community pharmacy in Europe".

Thursday, February 16

Bedfordshire Branch, Pharmaceutical Society. Bird-in-Hand, Henlow Camp Crossroads, Professor P.S.J. Spencer — Welsh School of Pharmacy — on "The development of analgesics".

North Staffordshire Branch, National Pharmaceutical Association. North Staffordshire Medical Institute, Hartshill Road, Stoke-on-Trent, at 8pm. John Hart, ACII, Manager of Pharmacy Mutual Insurance Co Ltd, on "What PMI can do for you".

Friday, February 17

Fylde Pharmacy Forum. Cliffs Hotel, North Promenade, at 7.15pm. Dinner with Dr M.W. Weir who will speak on his work in Libena. Fee is £6. To book apply to Miss L.I. Anderson, on Bpl 33571.

Wirral Branch, Pharmaceutical Society. Devon Doorway, Gayton, at 7.15pm. Annual dinner dance.

Sunday, February 19

Lancaster & Morecambe Branch, Pharmaceutical Society. Postgraduate centre, Ashton Road, Lancaster, at 7.45pm. Postgraduate course on "Aspects of preventive medicine — diet & obesity and dental health".

Advance Information

Pharmaceutical Society of Great Britain Industrial Pharmacists Group. On Wednesday, February 22, at The Pharmaceutical Society's Headquarters, 1 Lambeth High Street, London SE1 7JN, at 10am. Meeting on "The state of capsule and tablet developments". Registration fee £15 for members, £30 for non-members. Further details from: Mr R.E. Marshall, at above address.

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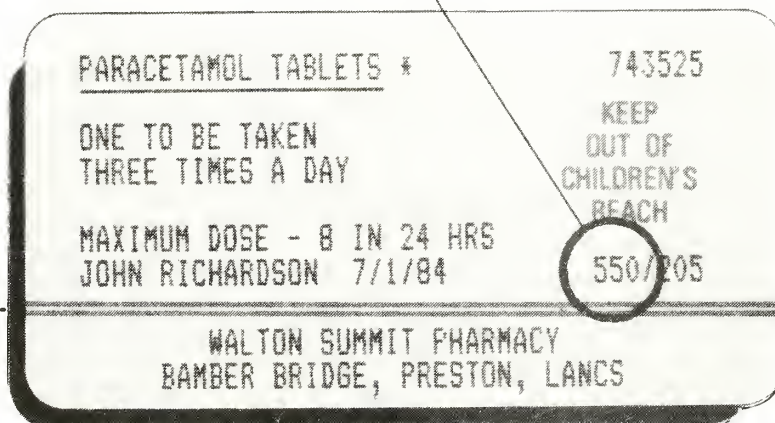


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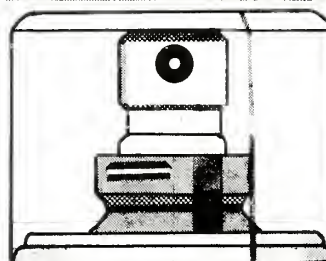
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837166	ROSITA	Jewellery and imitation jewellery.
	TRIO	
895898	ROSIT	Cosmetics, soaps, perfumes non-medicated toilet preparations for the hair; cosmetic powder boxes, cosmetic powder compacts; preparations for cleaning and polishing metals; and preparations and substances all for polishing leather.
895899	ROSITA	Refined common metals; articles included in Class 6 made of common metal; solder; and tin.
895900	ROSITA	Articles included in Class 20 of wood, cork, reeds, cane, wicker, horn, bone, ivory, whalebone shell, amber, mother-of-pearl, meerschaum, celluloid or imitations of any of these materials or of plastics; jewel cases (not of precious metal or coated therewith); display stands for shop windows, handbag mirrors; and honeycombs.
895901	ROSITA	Tie fasteners and ornamental pins, none being of precious metal or coated therewith; hair pins; and brooches being clothing accessories (not of precious metal or coated therewith and not being imitation jewellery).
8892531	CELESTE	Costume jewellery and parts and fittings thereof included in Class 14, for sale in England.
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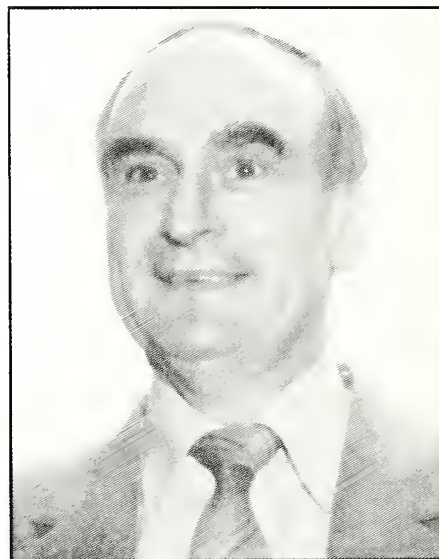
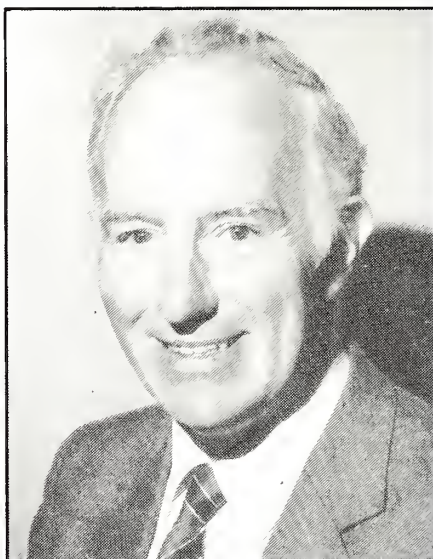
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Two new PSNI Fellows

The Council of the Pharmaceutical Society of Northern Ireland has elected two new fellows. Mr Ivan McFarland and Mr Ronald McMullan.

Mr McFarland first registered as a pharmaceutical chemist in 1955 after serving his apprenticeship in Messrs Grattans. He then managed Grattans, University Road, Belfast until moving to Normanton, West Yorkshire. In 1961 Mr McFarland was appointed assistant pharmacy inspector in the Ministry of Home Affairs, Northern Ireland and on reorganisation he became a principal pharmaceutical officer within the Department of Health and Social Services. He is also a member of the Poisons Board.

Mr McMullan qualified in 1961 and at 48 thinks he must be the youngest fellow in PSNI. He worked in retail pharmacy until August 1966 mainly as superintendent in Charles E. Moss (Chemists) Ltd, Ormeau Road, Belfast. He then moved to hospital pharmacy until May 1967 when he was appointed to the Northern Ireland General



Two new Fellows: Mr McFarland (left) and Mr McMullan (right)

Health Services Board as assistant pharmaceutical officer. In January 1975 he was appointed pharmaceutical officer of the Northern Ireland Central Services Agency for Health and Personal Social Services, the body which replaced the General Health Services Board at the 1973 Health Service reorganisation.

Mr McMullan served on the Committee of the Associates' Section of the Ulster Chemists' Association for several years before being elected chairman in 1963 and 1964. He also served on the Future of Pharmacy Committee of the Council of the Society and is currently a member of the Benevolent Fund Committee.

Can you write a program too?

The program submitted by Mr Cooper and published on p268 was, he admits, a first attempt to use a "home" computer for business purposes. Since then he has moved on to "greater things" with his Spectrum.

In fact the home computer provides an ideal entry into the world of business micros (and pharmacy labellers) because the pharmacist can learn the terminology, and the applications and limitations of systems, at low cost — often while justifying the adventure as being "for the benefit of the family" (which it usually is).

But these computers are not toys, and we are sure many pharmacists will have written helpful short routines for their BBCs, Sharps, etc, which they would be prepared to share with others. The Editor will be pleased to receive them and will pay a fee for any that are published (here we are obviously not looking for the commercially exploitable machine code programs that some may already have aspired to).

For the record, Mr Cooper's program could avoid frustrating slow readers by

adding "Press any key to continue" within the quotes in line 100 and changing line 110 to "PAUSE 0". Not a perfectly structured program either? Then let's hear from those who can do better!

PSGB medals

Mr J.P. Kerr, the Pharmaceutical Society's treasurer, is this year's recipient of the Society's Charter Gold medal. Mr Charles Preston Robinson, secretary, Mansfield Branch, is to be awarded the Silver medal.

Unichem elect new deputy

Scottish pharmacist. Mr David Mair, has been elected deputy chairman of Unichem. He runs a pharmacy in Dunoon and has been a Unichem board member for eight years.

He is a member and immediate past chairman of the Pharmaceutical General Council and its standing committee. Also Mr Mair is chairman of the Pharmacy Advisory Group of Scottish Health

Education Group, a member of the NHS Planning Council's group on emergency and out of hours service and secretary to the Argyll and Clyde Chemists and Contractors Committee.

Six new regional committee members have been appointed. They are Robert Jones of Ashby De La Zouch (Midland and North West); John Slater, Torquay (West Country); Gary Ellis, Thornhill, Dewsbury (North Regional Committee); Kenneth Hunter, Witham, Essex; Peter Sharp, Greenford, Middlesex (both London North), and Michael Smith, Ivybridge, Devon (West Country).

BPSA exchange

The British Pharmaceutical Students' Association is seeking places for foreign pharmacy students in the UK on an exchange scheme.

The student is expected to pay his own travelling expenses, and in return for daily work in the pharmacy, the host is asked to provide lodgings along with "pocket money" (around £15 to £25 a week). *Fiona Harte, BPSA Exchange Secretary, 31a Alexandra Drive, Aigburth, Liverpool 17.*

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